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Private Governance in our Galaxy: Consuming Mars through Colonization

By

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A thesis submitted in partial fulfillment of the
Requirements for Departmental Honors in
The Environmental Design Program

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Abstract

On popular media sites, like Reddit there has been over a hundred articles posted about two private companies with plans to colonize Mars (Lansdrop 2016). In this research I begin to address some of the ethical implications of a private company colonizing an entirely new planet. I focus on the company's ethical relationship to its participants or future colonists. Space is our environmental salvation; I believe it is important to understand patterns of private colonization and what consequences it will have for society. There are colonization practices of private entities, with governing powers; historically and today. How do private entities gain participants for their colonization efforts, in what ways do they profit from their citizens, and how did this affect the governing powers the companies' uses to control its populations. To answer these questions I investigated examples of private colonization historically, in the present day, and the plans of the companies who plan to colonize Mars in the future. I believe these examples can serve as precedents to analyze colonization, specifically if a private company attempted to colonize Mars. However, the challenge of this research is that there are fundamental differences between Earth and Mars. I acknowledge that Earth colonization precedents do not map perfectly to the proposed colonization of Mars. For example, the term "colonization or colonizing" used within this research have deeper connotations, that refer to indigenous persons and exploitation; which Mars is lacking indigenous persons in the traditional sense. These limitations are described in further detail in Chapter One. To understand the implications of colonizing Mars I studied Dr. Robert Zubrin a theorist of Mars colonization and James Scott a scholar on the patterns of colonization. They made it clear that financial motivations were key in understanding the consequences of any colonization practice (Scott 1998; Zubrin and Crossman 2005). They discuss that it is the main proponent to colonization and has many effects on the participants of colonization which led my research to open up a dialog with Scott's research. The new insight of this research aligns itself with Scott, by adding a nuance to how we understand how a private entity colonizes, and the tactics involved. Scott uses terms like legibility or simplification to describe the standardization of participants in colonization practices, I am providing a nuance to Scotts terms, which is best described as the objectifying of participants in private colonization practices. Within this new insight I make the following three arguments: First, historical precedents of private colonization can help us understand colonization for the future of Mars.

Second, I argue my analytical thesis framework can contribute a nuance to the work of Scott to understand deeper relationships between a private company and its colonists; Third, that nuance is the understanding of how private colonization efforts undermine citizenship by treating citizens as consumers; a private entity achieves this by retaining and adjusting the levels of governing controls used within the colony to keep the citizen trapped as consumers in their colonies. A similar concept is discussed by Mike Davis, in *City of Quartz*, when he describes private ownership of public spaces and how that undermines democracy (Davis 1998). I argue that private colonizers undermine citizenship manipulating governance without including public opinion. The theories of Michael Sorkin in his book the *Variations of a Theme Park*, he refers to how we develop our physical environments as theme parks of distraction, to distract from corporate powers and citizen control (Sorkin 1992). In a similar way I argue that private entities with governing power use adaptable levels of control to keep citizens as consumers within colonization practices.

Preface

In my third year of college I was taking a research methods course. In the course, my professor gave me the assignment of finding a topic of research, and drafting a professional proposal for that topic. I was skimming through one of the least scholarly sites known to man, Reddit. I saw an article that was about a private company attempting to colonize Mars in the near future. I thought to myself what an interesting planning issue; to be able to analyze how and why a private company is going to start colonizing a whole other planet. So I used planning the colonization of Mars as my topic for my research proposal project. I worried that my professor would not think this project was a serious design issue and think that I was ridiculous for submitting it for a professional proposal. Especially when I compared myself to some of my classmates who were exploring issues like, sustainable water management in rural areas, or the ethics of gentrification within cities. I was thinking about planning future governance and civilizations in space. After getting my paper back from my professor, he left a comment about how he thought this was such an interesting idea and that I should try to get some of this research published. I was over the moon with the idea of researching such a vast and interesting topic. Then with the help of my professor, Shawhin Roudbari's, I decided to take the topic further and perform this research. This thesis, and the process involved, introduced me to a world of possibilities that my career could take. If I had not randomly stumbled on to that article about the colonization of Mars, I would have never discovered that my ideal profession would be the chance to work with these companies or NASA to design and plan the colonization of Mars and other planets in the future.

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Chapter 1: Thesis Framework and Development

“Historic methods for controlling city or settlement growth is through the denial of citizenship, and a practice of prejudice colonization”

(Davis 1998)

Introduction

Space: the final frontier no longer. Two private companies, SpaceX and Mars One, both have plans to colonize Mars. These companies are proposing different colonization efforts, each with their own governing plans (Post 2015; Lansdrop 2015b). Getting to Mars and setting up camp has been studied and mapped out, but what happens after the initial setup of the base? What happens twenty to forty years after people have inhabited Mars? What will a Martian colony governed by a private company mean for the citizens of that colony?

Robert Zubrin, a key scholar on Martian settlement planning, said “without a frontier to breathe new life, we lose progressive humanistic culture.” In studying Zubrin’s work we can better understand the idea of space travel and space colonization (Zubrin 2012).

“The Mars Society was founded by Doctor Robert Zubrin, a former Lockheed Martin employee. Dr. Zubrin is the driving force behind the plan "Mars Direct", one of the most well-known plans for a manned mission to Mars. Mars Direct has been reviewed by Stanford University and NASA, and forms a reference of a baseline study for a manned Mars trip for NASA” (Taylor 2016).

His writings on planning voyages to Mars and “Mars Direct” are classic references for astronauts, space academies, and experts alike. In several of his writings in the 1980’s, he stated the only way humanity would colonize Mars was through the financing of a private entity (Zubrin 2012). Zubrin also recommends a short timeline to begin the process of colonizing Mars, to avoid the possibility of power shifts and changes within a company apparatus (Zubrin and Crossman 2005).

The fundamental aspects of space travel and the technologies and planning involved with getting there have been hypothesized by Zubrin. For example, he found the sustainable number of people, which he believes to be four, to send on each voyage to Mars (Zubrin and Crossman 2005). Both Mars One and SpaceX have used this model as the number of persons they intend to send on their voyages (Lansdrop 2015b; Post 2015). Zubrin has also completed sketches of what the first bases and Martian roads could look like. He then proposed a centralized physical plan based on Roman vaults and trenches that would eventually evolve into dome structures (Zubrin 2012). In some of his books, he has extensively discussed the rockets that should be used and the processes in which to acquire enough fuel to support a small community. When Zubrin was asked in an interview to comment on the press about SpaceX, a reporter stated,

“Dr. Zubrin pointed to the success of SpaceX, which recently launched the Falcon 9 for less than one tenth of the cost that would be expected in the Aerospace industry, and plan to develop the Falcon Heavy, in around 2 years, at a privately-raised cost of \$50 million. If SpaceX's plans are credible, and at this point we must assume they are, Dr. Zubrin added, it would cost around \$100 million per person to get a person to Mars” (Taylor 2016).

Zubrin has hypothesized everything from the funding of the missions, to the possible economic and social development of a colony on Mars. He believed that the local economy would have to be agriculture to make Mars harsh environment more like Earth's (Zubrin and Crossman 2005). However, to keep the companies profitable he believes that the extraction of precious metals as an export would be the best way to keep a private entity profitable and functioning (Zubrin 2012). However, the only economy that either Mars One or SpaceX mention is the development of agriculture or tourist industries; neither reference the extraction of precious metals or any other natural resources (Post 2015; Lansdrop 2015b). Never the less, SpaceX and Mars One are adapting some of his plans. The companies have adapted Zubrin's model for the sustainable number of voyagers to avoid exhausting limited resources. They have their funding from private companies around the globe (Post 2015; Lansdrop 2015b). The companies have also described rocket technology and fuel use in similar terms as Zubrin.

The above information helped me chose two historic and two present day examples of privatized colonization because they closely relate to the two companies SpaceX and Mars One, and Zubrin's ideas on Martian colonization. They lend themselves to be good precedents for

what could occur in the future if SpaceX and Mars One do colonize Mars. Additionally, I focused on western culture colonization efforts because both companies proposing to colonize Mars are a part of western culture (Nnamdi 2016). Each case of study was chosen because the companies advertised to gain volunteer participation for its colonization efforts. Every company profited, and had documentation of those profits. Lastly, each of these companies created a preliminary governance system which was documented. There are many examples of the colonies I have just described but the ones that I have chosen to study each share an individual characteristic that are similar to SpaceX, Mars One, or both. Those relationships are described in detail in Chapters Two through Four.

In Chapters Two through Four, I examine how companies have sold their colonies historically to gain participation, how they sell it in modern cities, and how Mars One and SpaceX are doing it today. The mediums they used were physical documents, brand establishment and placement, word of mouth, or modern uses of the media. There were three methods of advertising practices used by all of these companies: ad campaigns, brand and logo development and viral advertisements which are outlined in detail in chapters two through five. I also study the language and imagery used in these advertisements to understand whether it was promising emotional benefits, such as the creation of a community with a sense of place, or if it was promising monetary benefits, like high paying occupational opportunities such as the chance to start one's own business or to increase one's social class. Next, I evaluated what the settlers of these colonies actually consumed and if they were satisfied by it, and how it compares to what was actually advertised to them. This shows the expectations of the settlers and how they were or were not met. I then investigate how that affected the company's use of governance to keep a relationship between the company and its consumers.

After understanding the consumers, I investigated the profits these companies received from its respective colonies and whether those profits changed. I explored secondary accounts of trade inventories and letters sent between the governors of these colonies and their companies. The documents described whether the company profits were land acquisition, or revenue based, or just loyalty to the company name. In understanding the financial motivations of the company and the expectations of its consumers, we get a glimpse at the power relationship between them, and how exactly governance played a role within that relationship. Through the comparison of

profits and colony charters or other preliminary governance documentation, I have discovered some responses the companies have had when its profits are low and how those actions affected the consumers. These responses are important in understanding the power shifts in their relationship. In these accounts, I noticed shifts in trade supplies and how they correlate to the company's use of governance and supplementation of property taxes.

Then, I investigate the forms of governance these companies enacted on their colonies. I studied secondary and primary documentation of legal contracts, charters, and other local decree documents. I investigate how these documents changed form over time, and the language used within them. Then I explore how those changes compared with the satisfaction of the colonists and the companies' profits. After that, I look at the ways these documents and agreements were enforced; for example, the development of military forces or judicial systems ran by the company. I also explore the individual rights of the citizens within the colonies, and whether or not they were being protected, with the term "citizen" being defined as "a native or naturalized person who owes allegiance to a government and is entitled to protection from it," or "an inhabitant of a city or town; especially: one entitled to the rights and privileges of a freeman" ("Citizen" 2016a). These contracts and this documentation show how private companies have been acting as governing bodies, wielding the tool of governance to remain dominant in their relationship with the colonists, and developing new ranges of political powers.

Lastly, I investigate how each company and its governance plans and powers fit within the larger legal context of the time. Historically, the larger legal context would have been the imperial power of the crown. It is important to understand the methods the company used when it interacted with its larger governing body while still trying to control its consumers. The legal contracts between the company and the crown were usually referred to as patents. The colonies they created were in a way inventions of the company, with ownership legally granted to the company by the imperial power at the time. The present day larger legal contexts are countries in which these cities reside, and their forms of government that exist today, such as democracy within the United States. Lastly, the larger legal context for the future colonization of Mars is the body of Space Law, which consists of regulations enforced by the United Nations.

For this thesis I explore the relationship between the company and its participating citizens. In chapter five I argue that the citizens or colonists are turned into consumers of

colonization which becomes part of the product advertised and sold by the company. The motivations of the colonists are discovered through the advertisements as well as the payments they will make to become the consumers. The “colonist-consumers” pay the company by colonizing an area of land and contributing to the companies’ profits through extraction, land dominance, or other forms that are expressed in later chapters. For the remainder of this thesis I will refer to the citizens who have left their country of origin by volunteering to be colonists for these private companies as the consumers. Why and how this relationship is created is explored throughout this thesis and synthesized in chapter five where I offer a new perspective on colonialism by starting a dialogue with James Scott and his ideas about colonial analysis.

Limitations of this Study

Limitations of Research Design

The reasons for why I chose to study colonization historically and today to better understand future colonization was because, In many of Zubrin’s writings he has compared the colonization of Mars to the colonization of America by Europe (Zubrin and Crossman 2005; Zubrin 2012). When describing that the voyagers would not return to earth he stated “colonization by definition, is a one way trip” (Zubrin 2012). Mars One has also compared its mission to that of the colonization of America (Lansdrop 2015b). That is why I believe acts of colonization on Earth can serve as precedents for colonization in Space. However, in saying that, I understand that the terms “colonization and colonizing” have many additional connotations. These companies and scholars are using these terms to portray a specific image for its future participants; however, I believe the term can still apply. Some scholars could argue that the “settlement” of Mars is a more appropriate term for this scenario; the definition of settlement is “a place, typically one that has hitherto been uninhabited, where people establish a community”. However, this term does not fully encompass the power relations that will occur on Mars, between these private companies and their participants. This community on Mars will be controlled by an external entity. That is why in this research I focus on a very specific definition of colonization for lack of a more specific term. But, I do neglect some implications of the term.

The definition of colonization I am using is: “to take control of (an area) and send people to live there”(“Colonize” 2016). The definition of the word “colony” I am using is: “a group of

people who leave their native country to form in a new lands settlement subject to, or connected with, the parent nation” (“Colony” 2016). I have selected definitions that most closely reflect the scenario on Mars. The additional connotations of the terms “colonization and colonizing” that I am excluding from my definition are the exploitation of indigenous people. I am also not focusing on the relations between the colonists and the indigenous even though some definitions of colonization imply this. There are no indigenous people on Mars to be colonized yet, but there are possibilities for semi-indigenous Martians to be created and included within additional studies of colonization. For now the definition of colonization I outlined will be used, for lack of a more specific term that encompasses the element of private control over inhabitants while neglecting indigenous relations, I am using the above definitions of colonization and colony. I am also not aligning the case of inhabiting Mars as a new era of colonialism. When the term “colonialism” is mentioned in this research it is only referencing the historic colonial time period of the 1500’s to the 1800’s.

Limitations of my Contributions

The focus of this project is not what happens to the colonized or the indigenous backlash, but rather the relationships of companies acting as governing bodies while treating their inhabitants or colonists as “consumers” through colonization. I argue that participants in acts of colonization begin as colonists; however once they are sold the prospect of colonizing new lands for a private company I believe they become something else. I argue that these colonists become consumers, in a sense that they are advertised and purchase an experience which they pay for by providing revenue or trading goods to their colonizers. Evidence of how this relationship happens is explored in Chapters two through four.

However, I must mention that in some of the case studies that I present in my research the line between a “consumer of colonization” and an “employee of the colonizer” is blurred. The term “consumer” is not entirely accurate; it doesn’t quite capture the entirety of the relationship between the colonizing company and its participants. The participants are sometimes objectified differently, but generally in the time I had to perform my research the closest term I could use that encapsulates most of the relationship between the private colonizing company and how it treats its participants is by treating them as “consumers”. The definition of consumer that I am

using is “a person who buys goods or services” (“Consumer” 2016). I am putting more emphasis on the purchase of services, like the service of being colonized.

In this research when I discuss the consumers I also discuss their lack of citizenship or public voice. For parts of this thesis I describe a loss or undermining of citizenship when I refer to the consumers. The terms citizen and citizenship are also complicated because they have several nuances just like “colonize”. However, for the purpose of this research I am using this definition: “a native or naturalized member of a state or nation who owes allegiance to its government and is entitled to its protection; an inhabitant of a city or town, especially one entitled to its privileges or franchises” (“Citizen” 2016). This is a more of a democratic view of the term citizen, which I feel is appropriate to use in the study of western culture colonization shifts. There are several other less democratic definitions that describe it as just being in a particular place, but do not elaborate on the privileges, protections, or duties that one has as being a part of that place.

Eliminating Limitations

If I or someone else were to continue or add to this research the first step could be clarifying the terminology I have outlined above to get at the various complexities of my argument. Steps to achieve this would be to research the following cases and more of Scott’s writings further. Also extending the research to other scholars who have tried to understand colonization practices the way Scott has. Another step could be studying more examples of colonization throughout time. There could also be answers in spending more time studying the genealogy of the terms that I have used above, or terms like them. A research project dedicated to finding the appropriate terms to use to formulate conclusions about colonizing Mars would be a huge contribution to any policy advisors or future participants for the colonization of Mars. This is a project that I may take on in the upcoming years.

Broader Impacts

Existing Mars planning and Extraterrestrial Colonization

The broader impacts of this study on the smallest scale are that this information could benefit those engaged in developing plans for governance structures for a Martian settlement. This data

could serve as a precedent for government planning, which could inform what might happen if we project these patterns on the colonization of Mars. It was also instructive to take an analytical look at how company motivations influence the relationship between consumerism and political power. This research could become an important planning tool for expedition advisors, Mars colonization critics, or policy makers. This subject is extremely relevant as the date for settling Mars approaches. I have then tried to understand the challenges Mars will have to face in developing its privatized government into a successful galactic power with political relations to Earth. These topics are important in understanding how governance could develop on Mars and what that could mean for all of society.

Contribution to the future of planning theory

The objectives are to understand how privatized government, financial motivations, and the satisfaction of the consumer inform the development of a colony. I believe the framework of analysis that I use throughout this thesis provides a new perspective on colonialism, and provides a new lens in which to study private colonization practices. This is discussed in detail in chapter five along with the ideas of James Scott and his methods for analyzing aspects of the colonial period. The contribution of this thesis is to increase our knowledge of the colonial period by creating a new perspective of it.

The purpose of this research, within the field of Environmental Design, is to contribute colonial planning analysis to the ideals of various planning theorists. I will do this using my arguments that when a private entity colonizes, it undermines citizenship because it treats its citizens as consumers. It then uses adaptable levels of governing controls to keep its citizens trapped as consumers. The motivation of this research is to understand and gain professional and academic experience in research processes. In the process, consider the future policy planning for the colonization of Mars. It could also contribute to critiques of authoritative planning and how we are using new urbanism as a disguise for authoritative ideals in today's developments.

Research Design

The design of the research is organized chronologically in chapters, covering historic colonization, present day colonization, and the future colonization of Mars. The methods through

which this research will be gathered are by a comparison of scholarly criticisms, and colony charters or other primary source documents, like space law. In each section there are two examples of privative colonization by western companies. These examples are analyzed through primary governance documents, primary advertisement documents, and primary documents of economies and power structures of each colony. In chapter five, an argument is formed about the relationship between the company and its citizens and what role governance and profits play within that relationship. Lastly, the research critiques authoritative planning in terms of colonization and governance, for the use of Earth and Space.

The historic precedents I study show the rise and fall of the company and consumer relationship. The present day examples I introduce show a similar rising pattern, but not enough time has passed to fully understand the consequences of private colonization in the modern day practices. However, we can see that the same practices are occurring so far in these modern efforts of colonization, therefore we can infer that similar things will happen to these modern colonies and for future colonies as well. Because of this, I have developed a framework to analyze the private colonization practices and their impact on colonists. A graphic of this framework is shown in Figure 1. This framework also shows the different stages of the overarching pattern of private colonization that we have witnessed in the past, and are still occurring even 400 years after the age of colonialism.

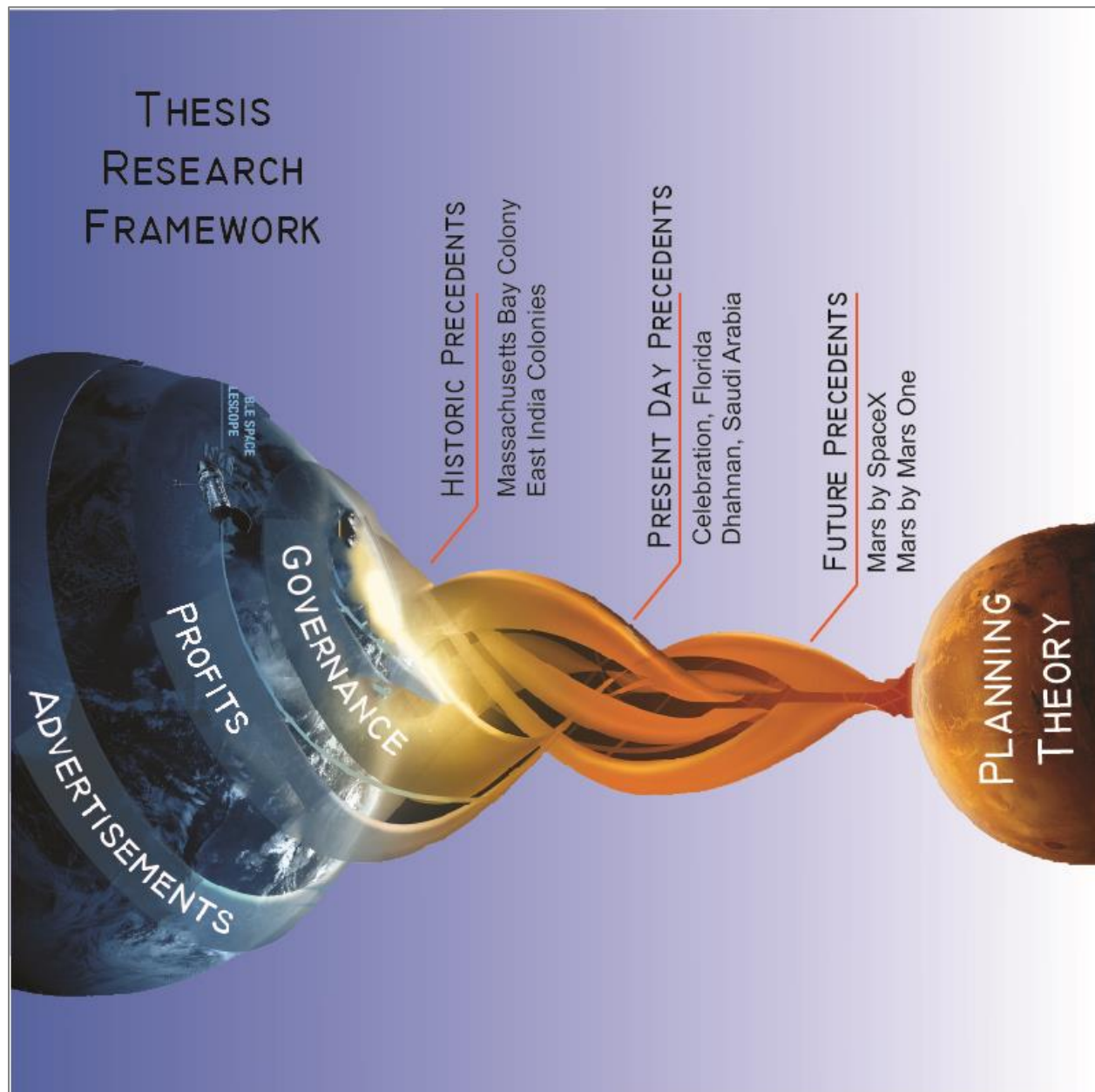


Figure 1: Research Analysis Framework (Daines 2015)

Historic Precedent Framework

The cases will be compared to each other on an international basis, to discover any similarities that affect government development within western colonization practices for the past 400 years. I chose two examples of imperial settlements, colonized by two private companies, the New England Company and the East India Trading Company (EIC). The two companies were chosen because of their similarities to SpaceX and Mars One. One of the criteria for each case is that the participants who settled were volunteers, and were advertised and sold the act of colonizing a new place. The New England Company and the EIC were chosen specifically because it had strong similarities to the companies and plans for the colonization of Mars. This research project studies the process by which these companies sold the idea of citizenship. Then later how they gained profit from these consuming citizens, through various taxes or traded goods. Each of these companies marketed in some form to encourage people to settle different lands through its colonization plans. I have analyzed these marketing schemes to address how these companies turned its citizens into consumers through them. I studied the companies' governance planning efforts by assessing the power that the company retained and the rights it allowed its consumers. Then I examine how that power relationship evolved and what influenced those changes. This occurred through the comparison of primary documentation of colony charters, or antiquated judicial hearings, and various letters. I have also studied the role that the mother countries have over the governance within the colonies and how it effects its development. Then I look at the profits of the companies and how they have shifted or declined. This information was gathered through primary documentation of charters, tax regulations, and trade documentation. The satisfaction of the consumers and how it affected the power they retained was found through secondary source information.

This research project studies the process by which these companies sold the idea of citizenship, then later how they gained profit from these consuming citizens through various taxes or traded goods. The research displays the ways in which these companies used governing powers and documentation as a tool to keep its participants trapped as consumers. These findings have allowed us to analyze private colonization through a new lens as well as a framework in which to analyze patterns between the citizen and the company within private colonization practices.

Present Day Precedent Framework

I then selected two examples of city developments that were completed in the last fifty years. I performed an investigation of modern examples of colonization to show that the practice of a company using its citizens as consumers still exists. I selected two examples of city developments that were completed in the last fifty years, which were Celebration, Florida and Aramco, Saudi Arabia. This relationship becomes part of a larger argument in chapter five about what this means for the future of Mars. This research will cover information on the two examples of present day colonization efforts. These examples were chosen because they have traits in common with that of Mars One or SpaceX. Each of the modern examples developed advertisements to encourage people to settle different lands in their development plans. Its consumers then paid for a product in which their colonizing company profited off of. Lastly, that the company created preliminary governance documentation and a power dynamic with its larger governing body. The following cases, Celebration, Florida and Saudi Aramco fall within these criteria. I interpreted each company's governance plans and documentation then paired this information with literature by scholars who are explaining power and colony planning in present day settlement practices. I explored modern efforts of advertisement by companies. Then I examined the privatization of public space through colonization and consumer citizens (Davis 2007).

Future Precedent Framework

Lastly, I performed an investigation of future examples of colonization to show that the pattern of a company treating its citizens as consumers exists even in planning future colonization efforts. This relationship becomes part of a larger argument in chapter five about what this could mean for planning Mars colonization. The two companies, SpaceX and Mars One, which are planning to colonize Mars, will serve as the examples for future colonization. These examples were chosen because they are the two companies proposing a mission in the next ten to fifteen years. They were the basis for the criteria that the case study colonies were chosen from. Each of these companies marketed in some form to encourage people to settle different planets in their colonization plans. The companies are still asking for payment for a product in which their colonizing company plans to profit from. The companies have preliminary governance documentation and a legal relationship with its larger governing body and Space Law.

Research Contributions

In chapter five, I have explored how all of this information can be used to critique new urbanism implemented in today's applications and how it reflects the same views and goals of authoritative planning during the colonial period. I argue that when a private entity colonizes its citizens or colonists are turned into consumers. The private colonizer keeps its colonists trapped as consumers by using adaptable governing control. I will use these arguments to offer a new perspective on colonialism by starting a dialog with James Scott and his perspective on colonial planning and development. Then I will end with a critique of authoritative planning by aligning my research with Michael Sorkin, Mike Davis, Henry Giroux, and Margaret Crawford and their discussion of the urban planning practice as a "spectacle", and how I believe this discussion can include concepts on governance and colonization.

Chapter 2: Historic Private Colonization Exploration

I have chosen two historic colonies, in which I study, its volunteer participation gathered through advertisement efforts, company profits documented and required from its consumers, and preliminary private governance documentation. In this chapter, I investigate governance structures for the companies that colonized the Hudson Bay from 1619 to 1638, and the East India Company which colonized India, parts of Asia and America from 1652 to 1853 (Rose-Troup 2009; Vitalis 2007). Frances Rose-Troup described western colonization, “the conquest of the west is a story of success and failure...capitalist triumph and labor exploitation” (Rose-Troup 2009). Below, I have critiqued and analyzed the western stories of conquest and the advertising methods that private entities used in the selling of colonization to its consumers. Then, I analyze how governance played a role in the consumer company relationship. This will be supported by a comparison of charter documentation or other preliminary governance documentation. There is also a discussion about the patents of these companies, because historic colonies had to get patents from their imperial leaders because its colonies were considered inventions. Then I researched how these company and its inventions interacted with its larger legal systems and international standards of civility of the time period (Rose-Troup 2009).

The first historic example is the East India Company. The EIC and the colonies that it created fit within the three basic principles of this study listed above. Which were: volunteer participation gathered through advertisement efforts, company profits documented and required from its consumers, and preliminary private governance documentation. The reason it was chosen for this study was because the company was one of the first examples of a mega corporation with a complete monopoly on the trade industry (Robins 2006). This fact supports the idea that it is a strong precedent for the colonization of Mars because if either SpaceX or Mars One does colonize Mars, they would have the first and only monopoly over interplanetary trade and colonization making them a governing power and a large economic one as well. In the case of the East India Company, I explored its Asian and American colonies lightly, but instead focused the depth of the research on its colonization of all of India where the company achieved the largest amount of governing powers, acquired the most land, and retained consumer control the longest.

The second historical precedent is the colonization of Massachusetts from 1619 to 1638 by three separate English companies. The first was the Dorchester Company in 1619, followed by the London Merchants in 1626, and lastly the New England Company in 1628. I believe it is a strong precedent for the case of colonizing Mars because it has the three basic components that this study is based on, which were mentioned in chapter one. The unique part of this colony's history and another reason for why I believe it is a strong precedent for colonizing Mars is because it was colonized by three different companies (Rose-Troup 2009). This allows us to understand how various types of advertisement like, ad campaigns or brand development and different profit margins succeeded in the same location. That is why the Massachusetts colony was chosen for this research; it connects to the case for colonizing Mars, because there is a good chance that Mars could be colonized by the two companies instead of just one. SpaceX and Mars One both have similar timelines on when they plan to start colonizing. There are no laws or regulations against the possibility that both companies could colonize the planet. This opens up a whole other set of questions that could be studied in future projects, but will not be explored in my research.

East India Trading Company

The East India Company originated in Britain, and managed to colonize large parts of India and various parts of China as well as America (Mitchell 1930). The company had the first international monopoly on trade. It was known as the “company that came to trade and stayed to rule” (Robins 2006). It accounted for half of the world's trade at the time, particularly trade in basic commodities that included cotton, silk, indigo dye, salt, saltpeter, tea and opium (Mitchell 1930). The EIC came to rule large areas of India with its own private armies, exercising military power and assuming administrative functions (Mitchell 1930). Company rule in India effectively began in 1757 (Mitchell 1930). Its rule did not end until 1858.

Advertisements

There were very few printed ads for the EIC, However it was the largest trading company at the time, and it branded all of its products with what was called Merchant's Marks, they were branded on to wooden crates containing the merchandise the company was selling (Cbelland 2016). They could be easily recognized on a trading floor or from the dock. The marks came to

not only identify the company but the quality of the merchandise (Cbelland 2016). This Merchant Mark is one of the first examples of logo development and brand loyalty (Cbelland 2016).



Figure 2: East India Company Merchant Mark 1773 (Cbelland 2016)

Almost every merchant in Britain had products proudly displaying the EIC logo on its crates. The company and its name spoke for itself -- everyone wanted to consume the colonization of these territories because it meant being a part of this profitable trade monopoly; it produced the highest quality of products that were not available anywhere else in Britain (Robins 2006). It was one of the first examples of a company creating a sense of brand recognition and logo. The consumers were able to increase their social station or standard of living in these new lands easier than they could in Britain (Robins 2006). They could even become wealthy landowners and merchants in their new lands. When a consumer became a wealthy consumer, in the EIC colonies, it meant they also had the chance to gain a small amount of political power (Robins 2006). This is because the shareholders would choose a governor out of the upper class consumers in the community (Robins 2006). The EIC brand and company reputation were well known. The stories of the company's success, and its ability to provide its consumers with wealth in the new world, traveled far. This was a historic form of viral advertising.

Profits

The company was profitable because of its abilities to understand and match British demand trends. It would raise prices for goods in Britain; specifically on the imports it received from its

consumers, to increase its revenue by understanding Britain demands. Nick Robins wrote that “the company was a ‘national object’ bound to public interest as well as its own (Robins 2006). The knowledge of local and international markets and the company’s ability to adapt to global shifts in demand for different goods allowed the company to stay in power the longest of any historic private colonizing body (Kalpagam 2014). Its diversity in colony locations aided in this because it gave the company access to diverse trade materials of high demand that it could charge more for back in Britain. Robins described how it used its political power as a tool to gain more profits, “The Company employs a balance of political and economic means to achieve economic ends” (Robins 2006). It shifted from tea, to silk, to opium and other goods (Robins 2006). This paired with the company’s ability to shift from exports to property taxes when import revenues were low (Robins 2006). Its profits got so large that they started to threaten Britain around the 1850’s (Jaffe 2015). With the company becoming such a large entity economically and politically, Britain started to reevaluate whether they should still allow the EIC to maintain its monopoly over international trade or even retain its patent granting them ownership of its colonies (Jaffe 2015). Britain kept making the company pay more to keep renewing the patent.

Wars small and large raged throughout EIC territories. The colony was disintegrating from within while Britain was putting pressure on the company by supporting trade with the EIC’s competitors, and trying to void its patent (Jaffe 2015). As a result the company was grasping for any edge on the competition. So the EIC began to sell its consumers, such as its impoverished or dislocated Bengal cloth weavers (Jaffe 2015). The company took the consumer-company relationship even further by turning their consumers into products, while the company was desperately trying to retain its massive amount of power and control. In the end, the company and the colonies’ economies crumbled and the company had no choice but to surrender its profits and military force to Britain in 1853 (Robins 2006).

Charter

The EIC influenced colonial government in many ways. Colonial India experienced changing conceptions of sovereignty, in the forms of dictatorships to oligarchies (Robins 2006). The EIC exercised four different sovereignties in four different regions (Robins 2006). The states of rule

that occurred within India were “commercial and imperial” (Kalpagam 2014). A commercial state of India consisted of the company, and the EIC being “surrogate statehood”, allowed it to perform government like actions without the inconvenience of having to establish the right to govern (Kalpagam 2014).

The initial charter produced by the East India Company was called the ‘covenant of good behavior’, which was an official document that each consumer signed when joining their respective colonies (Kalpagam 2014). The covenant outlined the civil laws of the colonies as well as the company’s right to set taxation rates (Robins 2006). Most scholars believe that through colonial wars and subjugation of the colonized, the colonial state emerged within India and began to set up an administrative apparatus that mimicked Britain (Jaffe 2015). The document later became the ‘India bill before the commons.’ According to U. Kalpagam, by the 1830’s the settlers were mimicking British administration and “official procedures” (Kalpagam 2014). The main catalyst for mimicking British procedures was Governor, Burke, who stated that “sovereignty in India means...arbitrary power and nothing else” (Kalpagam 2014). Burke believed in one head for the governing body of India. He often ignored the regulations outlined in the patent by Parliament or the suggestions of his shareholders, which created a general sense of mismanagement and chaos at home and abroad (Kalpagam 2014). This pattern of mismanagement occurred throughout the reign of the EIC, with many different governors. Kalpagam stated that Burke undermined the documents authority on several occasions. Because of Burke’s beliefs, he did not agree with the ‘India bill before the commons.’ Complimenting Kalpagam’s argument, Nick Robins claims that the ‘India bill before the commons’ was modeled off of the British government of the time (Robins 2006).

The Panchayat was a form of a colonial judicial system created in India. However, Jaffe, believes that the ‘Indian Bill before the commons’ was the company’s way of further oppressing the Panchayat and its eventual demise in 1840 (Jaffe 2015). It had always been similar to that of Britain’s, and Jaffe argues that it may have even influenced the structure of parliament (Jaffe 2015). It was a legal and cultural institution that focused on the “obligations of the public” (Jaffe 2015). It consisted of a committee of five members of the consumers peers, like a jury, which declared rulings on civil disputes (Jaffe 2015). “The word of God comes from the mouth of Panchayat,” it was sacred to the people. The British claimed the colony’s judicial system was

developed from their influence and them “civilizing the land” (Jaffe 2015). The Panchayat acted as a judicial system before and after British influence (Jaffe 2015). Neither Britain nor the EIC ever quite understood the Panchayat; it provided “a seat of power for the average citizen” (Jaffe 2015). This intimidated Britain and the EIC while it still had power; eventually the British destroyed the institution in 1840 (Jaffe 2015). This just illustrates the complicated relations that existed between the consumers, the EIC, and Britain when the colonization of India occurred.

The powers that the patent and the company created charters gave to the EIC had grown exponentially along with its control over trade over the years. The preliminary governance that the EIC instilled, especially in India, can best be described as a form of oligarchy. Kalpagam claimed that the company was “operated as a limited, property based democracy, ran by and for its shareholders” (Kalpagam 2014). The controlling body of this company was the shareholders. They helped fund the company and because of that they got to vote for the governors for various colonies all over the world. The governors of these colonies were not elected by the people whose interest they were supposed to be representing (Jaffe 2015), but rather they were appointed by the company shareholders, which could be interpreted as a mechanism to protect the company’s interests. The governor and other wealthy consumers were able to enforce imperial decrees which were similar to local laws (Kalpagam 2014). They were often written as biased against lower class citizens and merchants, which was a form of commercial sovereignty (Kalpagam 2014).

As more consumers traveled to India and other various countries, EIC’s economic empire expanded as did its borders (Jaffe 2015). However, its land acquisitions lacked definite boundaries defined by clear litigation, which allowed its frontiers to be taken over easily by neighboring sovereignties (Jaffe 2015). As a result, the EIC convinced Britain it needed to establish an army to protect its trading ports and assets (Kalpagam 2014; Jaffe 2015). This led to the company gaining a larger military force and increasing its land dominance by defining and defending the colonies borders (Jaffe 2015). The EIC consolidated acquisitioned lands; Kalpagam called this the company’s “paramount of power” (Kalpagam 2014). This made it the most powerful company to date, with a power that could rival Britain’s (Jaffe 2015). James Jaffe believed that its technological and military superiority allowed the company to retain control as

long and as wide as it did (Jaffe 2015) and became one of the first examples of a company having extensive military power.

An outside catalyst that contributed to the EIC gaining more military power was Britain's war with France (Jaffe 2015). The company used the conflict to increase its military. "Military action had become 'the master, not the servant of business opportunity'" Between 1763 and 1805, ended the company's interest in industry and started its military adventurism (Jaffe 2015). The increase of the company's political power did not stop there. The EIC had the power to exercise justice, wage wars, and mint coins within its various colonies (Jaffe 2015). All of these powers were given to the company by the crown, making them equal in power in many ways (Jaffe 2015). However it was not until the EIC's army started to become a substantial force that Britain became uneasy about the company. As did its consumers, because the company's military forces also started to pillage and intimidate the impoverished consumers when collecting the property taxes that they owed (Jaffe 2015). This resulted in the start of guerrilla warfare where the consumers were losing against the company's military forces (Jaffe 2015).

Larger Legal context

The history of the EIC is a narrative of balances and imbalances of power between parliament and the company (Kalpagam 2014). This led to fraud and mismanagement of the colonies, and as a result the settlers paid the price for the company's constant greed for power and its tensions with parliament (Kalpagam 2014). The company provided Britain with such a vast variety of goods that it was dependent on. The company would also bribe parliament so it would continually renew its patent, which stated power as well as a monopoly on overseas trade (Jaffe 2015). The company then convinced Parliament to grant them the power to create a military force to protect its borders and ports (Jaffe 2015).

Massachusetts Bay Colony

The Massachusetts or Hudson Bay colony was located in present day Massachusetts. The colony consisted of about 20,000 people who migrated from England to North America (Rose-Troup 2009). The land was colonized three times by three different English companies in the span of thirty years. The companies that colonized the land were the Dorchester Company in 1619, the

London Merchants 1626, and the New England Company in 1628 (Hubbard 1848). Each of these companies used different methods of advertising to gain consumer participation. They were also acquiring different profits, but they were instituting similar forms of governance over their consumers.

The first private company to colonize Massachusetts was the Dorchester Company. The colony consisted of only men, and there were times when they would leave one man behind to watch over the entire settlement while the rest went to sea to fish (Rose-Troup 2009). The colony was a port community that exported fish back to the Dorchester Company. It is an example of an extraction or exploitive colony, which was not focused on land dominance, but rather the extraction of natural resources or the exploitation of the native people (Gallaher 2009). Around 1624 the population started to become sparse (Rose-Troup 2009). The colony eventually ran out of colonists, as people left to other parts of America to gain property ownership or the prospect of creating a family (Rose-Troup 2009). As a result the company quickly dissolved from a lack of colonists (Rose-Troup 2009).

After the Dorchester's demise, the imperial crown allowed the London Merchants to re-colonize the same area of land in 1626 (Rose-Troup 2009). The remaining shareholders of the Dorchester Company got absorbed into the London Merchants and retained partial control over the colony (Rose-Troup 2009). The London Merchants were trying to gain profits through taxation on trade of various goods (Hubbard 1848). However, the consumers that were still in Massachusetts from the Dorchester Company colonization failure remained separated from the new comers. The old consumers felt superior to the new consumers brought to Massachusetts by the London Merchants because they arrived first, they had more experience, and a sense of ownership over the land (Rose-Troup 2009). This separation caused a significant amount of conflict and the settlers were difficult to control (Rose-Troup 2009). Eventually the London Merchants sold the colony to the New England Company because it was unable to control or satisfy its consumers (Rose-Troup 2009; Hubbard 1848).

Advertisements

The colonists, in the case of Massachusetts, become consumers instead of colonists, when the act of colonizing Massachusetts was advertised to them. The future colonist-consumers were

advertised the prospect of leaving England forever for a better opportunity, for a price or service. These advertisements are created and distributed by the companies. The private company turns its colonists into consumers instead of citizens because it sells the act of colonization while profiting off of the labor and produce of its new consumers.

Through flyers and word of mouth, the Dorchester Company sold a sense of superiority in religion; then its colonists are transformed into consumers (Rose-Troup 2009). The company was instilling its customers with a sense of “religious instruction” or a sense of righteousness in prosecuting other religions and spreading their beliefs far and wide (Rose-Troup 2009). Because all of the consumers of this colony were fishermen, it allowed them to travel to many different lands spreading their beliefs. The company inspired these men, making them feel that they had a duty, to spread the word of the Lord, and saying it was the highest calling for any true man of God (Rose-Troup 2009).

Based on Rose Troup’s writings, I argue that the company used religion as its marketing scheme to gain participation for colonization in Massachusetts. The fact that they only sold the colonization of Massachusetts to men illuminated the goals of the company; by only selling to men and sending them overseas, one can infer that the colony structure was purely an extraction colony. Historically, they tend to disintegrate because of the lack of women or a sense of permanent establishment within a community (Gallaher 2009). In extraction colonies, these men were not allowed to own private land, and there were times when the entire colony would go out to sea, leaving only a few men or one man to look after the town (Gallaher 2009). The fact that the settlers did not spread out over the land, but remained focused on the port, is also evidence of an extraction settlement. Extraction settlements of all men tend to either die out as the men scatter to find new opportunities or they implode with internal conflicts (Gallaher 2009).

The London Merchants was similar to the Dorchester Company because it attempted to sell an established religion and “happiness” (Rose-Troup 2009). Similarly, to the Dorchester Company, the London Merchant achieved this through the use of flyers. However, it did not need to advertise quite as much, because there were still some consumers remaining in Massachusetts from the Dorchester’s failed colonization efforts. The happiness they were selling was the concept of being a part of an upper class community or ethnic nobility: an elite, all white, Puritan

community (Rose-Troup 2009). The company was targeting a wealthier consumer base with this advertising system.

The New England Company did not have to advertise as much as the other companies. The consumers were already in Massachusetts, waiting to be sold a new product to make it worth their while to stay (Rose-Troup 2009). However, the company experienced the same problems as the London Merchants: the population of consumers was still hard to control. The company did not pacify its consumers until a couple years later it achieved this by granting pieces of land for private ownership (Rose-Troup 2009). It advertised private ownership of land with small taxes, which was something that was very valuable at the time (Rose-Troup 2009). New England's advertisements claimed that by colonizing Massachusetts, there would be chances for its consumers to increase their social class by granting them land ownership for low tax prices (Rose-Troup 2009). This way the company was able to enlarge its borders with the huge influx of people claiming land and it gain loyalty from its consumers (Rose-Troup 2009).

Profits

For the Dorchester Company, the profits the company received were fish and whale oils, imported from the seas around Massachusetts for a cheap price, which it then sold back in England for an inflated price (Hubbard 1848). The company was turning a monetary profit. The consumers were traveling the seas, spreading the word of god and their superior western culture beliefs, while increasing the fishing and whaling industries and the company's revenue (Rose-Troup 2009). The company was set on the development of an extraction port economy (Gallaher 2009). The Dorchester Company was not concerned with obtaining power through land dominance; it was acquiring power by attempting to create a monopoly over the fish and whale markets. It was able to acquire large quantities of raw materials and goods for cheap prices and sell them for inflated prices back in England (Hubbard 1848).

This led to the creation of a self-sufficient economy for the London Merchant Company, who continuously profited from the taxation of local export goods (Rose-Troup 2009). The company regularly cataloged everyone's occupations, revenue and the resources it acquired so that it could closely monitor its assets (Rose-Troup 2009). The tensions were high amongst the

consumers in the colony, and as a result the company's profits were minimal. Eventually, the London Merchants had to sell its company (Rose-Troup 2009).

The New England Company profited through the acquisition of power by land domination. The company's acquisition of power succeeded through export taxation and a sprawling city design which led to land taxation later on (Rose-Troup 2009). As the years went on the taxation of the land grants steadily increased, increasing the company's revenue exponentially (Rose-Troup 2009). Eventually, the New England Company established a military to protect their fur and timber trade. Even with a military force, the continued rise of land taxation was leading to the consumers becoming dissatisfied with the company (Rose-Troup 2009). The product, which was land ownership, was becoming too expensive to the consumers because of the high tax prices.

Charter

In the Massachusetts Bay colony charter, the first drafts by each different company gave all government power to the companies, or a single governor that was selected by the company: "...one body corporate and politic...by the name of the governor and company" (Rose-Troup 2009). The charter that turned The New England Company's trading colony into a commonwealth was known as the 'Cambridge Agreement' (Rose-Troup 2009). Because the company struggled with the older settlers for many years, eventually it decided the only way to calm the public was to give them a sense of their own governance and power. It created a new document called the 'Cambridge Agreement' (Rose-Troup 2009). The 'Cambridge Agreement' allowed for the development of local governance made up of male landowners (Jarnis 2009).

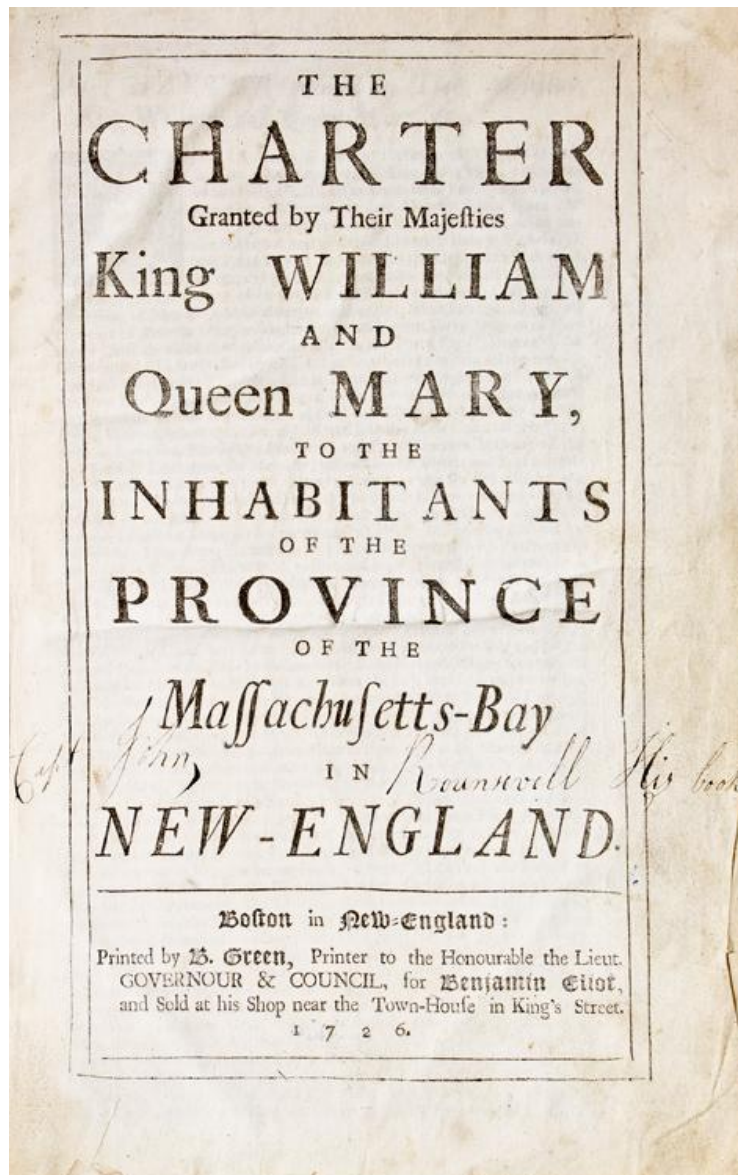


Figure 3: Massachusetts Bay Charter 1726 (Eliot 2016)

The consumers quickly formed a puritan-based leadership within the church, which allowed a small group of men to be in charge of the community (Rose-Troup 2009). That meant only the men who the company chose were given power -- they were not elected by the consumers. This 'Cambridge Agreement' was a façade to give the colonists a false sense of power, which increased production and the company profits (Rose-Troup 2009). However, the consumers quickly saw through the facade, so the company allowed all landowning wealthy men to vote allowing the wealthy puritans free elections (Rose-Troup 2009). This meant that power remained in the hands of the wealthy. In a way, it was equivalent to being governed by the

company, because only the wealthy men of the colony benefited from the company's success and its trade boats (Rose-Troup 2009). The governing body consisted of eight members of governor assistants with one head governor (Rose-Troup 2009). The company was still gaining profits and the consumers were placated for the time being.

Eventually, the consumers started to rebel against the company. As a response, the company proposed the "commonwealth", which was a system that closely resembles today's House of Representatives; it has also been described as the "embryo of parliament" (Rose-Troup 2009). This document allowed for each province within the colony to vote for two representatives to represent the vote of their region. The representatives were able to vote on new governors, and taxation policies (Jarnis 2009). This was the first step towards some democratic rights for the common consumer. The company shifted from absolute power to a mild form of independence in order to satisfy its consumers. It gave its consumers some decision-making power, and because of this they became quasi-citizens. As a result, the consumers lowered the property taxes to what they were willing to pay. Furthermore, the company had created an independent entity which eventually led to its demise. Without the high property taxes, its profits dwindled (Rose-Troup 2009). The company went bankrupt. The end of the New England Company and its creation of the "commonwealth" was a small step towards the consumers' long history of becoming independent citizens with a representative governing body free from imperial and corporate control (Jarnis 2009).

Larger Legal context

All three companies that colonized Massachusetts were required to gain a patent from the English crown. This was a legal document stating the profits the company planned to receive and what services it would provide to the crown in return for the patent. It also only allowed exports from the colony to be imported to and sold in England. The patent also outlined the governing powers the company was allowed to enact on its consumers. These relations are important to note because they can present conflicts that have occurred within private colonization practices. The larger legal context for Mars will be about the countries from which SpaceX and Mars One come from as well as international space law. That is why understanding what larger legal context existed historically and how these two entities interacted is applicable to the colonization

of Mars. For the case of the Massachusetts Bay colony, the relations between the English crown and all three of the companies that colonized America were amicable.

The Consumer Citizens in the Spectacle of Colonization

Historically, a private company is clearly turning its citizens into consumers, because it is asking for its consumers to extract resources or pay taxes to become landowners and to increase their social status. Then it is selling its consumers the privilege to colonize India and become a wealthy merchant, or to colonize Massachusetts and spread over the land in a puritan community. The EIC advertised the chance to increase ones social status and standard of living through logo marketing and trust in the company name. In Massachusetts, the company is advertising a puritan community with greater occupational opportunities and the ability to own land. It does this through an ad campaign of flyers. By advertising the spectacle of colonization and addressing the profits the company plans to receive, it has turned its colonists into consumers. Private entities like the EIC and the New England Company create spectacles of their colonization efforts because they are distracting their consumers with products to keep them sedated and content with being consumer-citizens within a corporate controlled system.

The apparatuses in which the company holds control in these colonies is through the unjust taxation of private land, military enforcements, and selective local governance. Each of these companies originally grants private property rights to pacify its consumers. When that fails each company then used a selective governing body of wealthy men to control the colonies and protect company interests. This left the impoverished or common man unrepresented in governance which eventually led to conflicts between the company and its consumers. The companies failed once their consumers regained citizenship, because they were no longer receiving enough profits. I argue that acts of private colonization undermine citizenship, when it keeps its citizens trapped as consumers through the spectacle of governance. When the consumers become disillusioned with the spectacle they have the opportunity to regain their citizenship. However, this usually happens at the expense of the private colonizer.

However, both companies used similar methods of advertisements, and acquired similar profits. Eventually they developed into similar forms of governance before the companies dissolved. Both companies also had uneasy alliances with their larger controlling governments.

They were both seeking ways to gain more power, and their imperial powers were always trying to control the amount of power the companies actually retained. They saw the companies as necessary allies but they also were cautious of their possible threats to imperial power. The best description of these relationships is when Kalpagam describes the company as a “political monster of two natures, subject in one hemisphere, and sovereign in another” (Kalpagam 2014). This means that the EIC and the New England Company were subjects to their imperial powers. The companies were accountable to the imperial powers. Because the company had sovereignty over the colony they often tried to escape being a subject of the Imperial power, and just be sovereign in all hemispheres.

Chapter 3: Present Private Colonization Precedents

Modern cities and towns have been redeveloped by private companies promising a new experience or standard of living for the last several decades. The definition of colony is: “a body of people living in a new territory but retaining ties with the parent state”, I argue that new neighborhood developments are a form of colony, just on a smaller scale; instead of colonizing new countries, it is a colonization of new cities or towns. People still leave their city of origin for the promise of better opportunities or new communities within a new city. Developments or re-developments are modern terminology for the continued act of western culture re-colonization; I argue they are using the same approach as companies in the 1600’s. However, in the present age it is performed on a smaller scale, like in city or neighborhood developments, or revitalization projects. The two colonies I chose to study were Celebration, Florida colonized by Disney in 1994, and Dhahran, Saudi Arabia colonized by Saudi Arabian Oil Company more popularly referred to as Aramco in 1944 (Aramco 2016; Goodnough 2004). These colonies were chosen because like the historic examples in the previous chapter, the companies have documented methods of advertisement to gain consumer participation. They then earned profits from their consumers. I have explored primary documents and secondary critiques of these modern colonies to see shifts in advertising methods, their effect on the consumer, and the profits gained by the company and how each of them contributed to the level of governance the company used to keep its relationship to the consumer in this chapter. Then the governance documentation created by the company to retain its relationship with its consumers to maximize its profits. The way modern companies colonize land could be more imperative to what SpaceX and Mars One, the companies planning to colonize Mars, will be doing. Especially these present-day companies’ advertising techniques, demand trends, and the profits they value based on the current economy here on Earth.

The present day example of Aramco is referred to as a residential camp located in Saudi Arabia that was colonized by an American oil conglomerate. The company and the colony that it created fit within the three basic principles of this study that were expressed in chapter one: volunteers participation gathered through advertisement efforts, company profits documented and required from its consumers, and preliminary private governance documentation. The reason it was chosen for this study was because the company acted as a middle man between the

consumers, the Saudi monarch, and the United States government (Vitalis 2007). The company facilitated relations between both the U.S. and the Monarch that benefited both parties, while the consumers provided the company with profits (Vitalis 2007). The company facilitated the relationship between them. This reflects Mars One, who plans to be a middle man company in the effort to colonize Mars. It hopes to facilitate the planning of the mission, while finding outside companies to provide the technology and the financing of the project (Lansdrop 2015b). If Mars One were to colonize Mars, then it would be similar to the structure of Aramco.

The other present day example is the colonization or development of Celebration, Florida in 1994 by Disney. I believe it is a strong precedent for the case of colonizing Mars because it has the four basic components that this study is based on, outlined in detail in chapter one which were: advertisements used to gain participation, profits acquired from the participating consumers, governance documentation created by the company, and a relationship with the larger governing body, which is the U.S. The company maximizes on its brand recognition as a huge marketing tool, just like SpaceX does. Disney is an example of a corporation that has many successful products and has international recognition (Giroux 2001). When commenting on Disney Michael Sorkin said, “Mickey is more recognizable than Jesus or Noah” (Sorkin 1992). Disney is one of the top twenty most recognizable brands because of its play upon childhood memories, a key method of brand advertising. The Disney Company is known internationally and has been in the media with its products advertised continuously since 1923 (Goodnough 2004). Celebration, Florida illuminates possible outcomes of colonization, and how a mega-corporation retains its consumer population. It was chosen as a precedent because it is likely Mars may someday be colonized by another mega-corporation which Henry Giroux describes as “too big to fail” (Giroux 2001). By viewing these precedents it has given us a glimpse of what may occur on Mars given the same circumstances. This mirrors SpaceX which has been in the news frequently in the past two years with a new launch, or new rocket being designed, since the release of its plan to colonize Mars (Post 2015). SpaceX is becoming like Disney because it is transforming into a company that is considered too big to fail. SpaceX is the forefront of aerospace technology and even government agencies are almost completely reliant on its services. If SpaceX was not launching rockets, space discoveries would almost come to a halt. Although the American economy would not suffer without SpaceX’s resources or the

occupations it provides, an entire field of science and progress would be slowed greatly or stop altogether without the company.

Saudi Aramco

The colonization of Saudi Arabia by the cooperation of the American Oil companies, of Chevron and Texaco occurred in 1937 (Vitalis 2007). The company was known as Aramco. It created a fenced off community for its employees within the city of Dhahran (Vitalis 2007). The Dhahran camp was the first company compound, founded in the late 1930s, and is still the largest, with space to accommodate over 11,000 residents (Aramco 2016). It is filled with American styled suburbs and surrounded by a tent city created by the locals on the fringe of the colony (Aramco 2016). The economy of the Dhahran Residential Colony is exclusively based on one company, Saudi Aramco. Everyone who lives in the compound is either employed by the company or the dependent of an employee (Vitalis 2007). Dhahran has been Saudi Aramco's worldwide headquarters since its establishment in 1937 and is the center of the company's finance, exploration, engineering, drilling services, medical services, materials supply and other company organizations (Vitalis 2007).

In the beginning the company encouraged the separation of consumers by nationality; American, Saudi and Asian (Vitalis 2007). Later the company allowed the colony to become integrated. The only way any colonization was possible was if Aramco provided the Saudi monarchy with military protection (Vitalis 2007). So Aramco developed an American Air Force base located next to the colony which protected the monarch and increased migration of consumers to the colony (Vitalis 2007). Later Aramco created four smaller colonies throughout Saudi, they called it Aramco World (Vitalis 2007).

Advertisements

The consumers came to work for Aramco within their fenced off communities because they were promised upper management jobs above the locals and expensive, American styled town homes in the hills of Dhahran (Vitalis 2007). They were sold a home away from home, an exotic lifestyle but with all the amenities that the U.S. provides.



Figure 4: Saudi Aramco Residential Camp 1973 (Rundells 2014)

The company was only able to mine oil from this location in exchange for military protection of the Saudi Monarchy (Vitalis 2007). After the first oil refineries were built many Americans began migrating to the Air Force base being developed there as well (Vitalis 2007). The consumers were sold the idea of protecting American capitalism. By the establishment of military bases and a good standard of living the consumers provided oil to the company. Then the company provided protection for the Saudi monarchy in exchange (Vitalis 2007). The consumers were sold this through virtual tours of the Americanized town and the promise of a new career with greater wages, than what was available to the average uneducated citizen in America.

Profits

Aramco profited by taking advantage and extracting from the single largest untapped sources of oil that were known to man at the time (Vitalis 2007). It created a resource extraction colony in Dhahran (Vitalis 2007). The company worked as a middle man in that it promised the local monarchy protection from the American military and provided an opportunity for the U.S. to extend its military reach. In return it was able to gain access to the largest untapped oil source in the world (Vitalis 2007).

It profited later with inventions like Aramco TV and Aramco World. The company created its own entertainment networks which brought in more revenue from its consumers. Aramco was so profitable in Dhahran that it was able to extend its reach further by creating more colonies throughout Saudi Arabia, called Aramco World. This gave the company several new locations to drill oil and acquire larger masses of consumers. Also the company's invention of a hybrid American-Saudi culture which provided new rights and a break from Saudi cultural norms. This was very appealing to many Saudi women; so many people from other parts of Saudi Arabia moved to many of the Aramco residential compounds.

Charter

The company succeeded in shutting out British control of the area by convincing the Saudi Monarch that Britain threatened his Imperial power (Vitalis 2007). In this way the company was satisfying both Saudi and U.S governments' military needs while acquiring a large workforce to extract natural resources in which it profited off of (Vitalis 2007). Al Saud, the head of their local government prided himself for keeping foreign Imperialism at bay (Vitalis 2007). However, Al Saud did not keep American capitalism or economic imperialism at bay, which has always been America's equivalent to imperial power. The company had a militarized colony to protect its greatest asset, which was the relationship with the Saudi monarchy (Vitalis 2007). The company retained control of its oil mining community by manipulating the local government; the company bribed them with large amounts of money to remain in control of the company's oil profits and consumers (Vitalis 2007).

However, the consumers never blamed the company for any of their discontent. The American and Saudi consumers continuously tried to overthrow the monarchy which they believed to be the governing body of their colony (Vitalis 2007). The company hid behind the monarchy even though it was the true governing body (Vitalis 2007). The King remains the public face but mostly American traditions and regulations are upheld by the monarchy within the colonies borders (Vitalis 2007).

Within the borders of Dhahran, people, especially women, were allowed privileges they were not normally allowed because of the cultural laws in the rest of Saudi Arabia (Aramco 2016). The women are allowed to reveal their faces, to drive cars and go in public unattended

(Aramco 2016). This is not the case in the rest of Saudi Arabia. In this way it attracted more Arabian women because they were given more independence and privilege (Aramco 2016). Also the consumers were given dual citizenship for Saudi and America regardless of their previous nationalities (Aramco 2016).

Legal Context

The U.S. government supported the Aramco Company as well as its colonization efforts. The U.S. was giving the company loans to help pay off the Saudi King to retain the company's military bases when its revenue was low; without seeming like it was imposing its power or threatening the monarch. The relationship the company had with the Saudi monarch was important to the U.S. because it allowed America to expand its military reach. In some ways the U.S. uses the Aramco Company as a tool to acquire more power for its self. The company would also take the fall if relations with Saudi became strained.

City of Celebration

The City of Celebration is a master planned city located in Florida near the Disney World resort, established in 1994 by the Disney Corporation (Goodnough 2004). The population is currently 7,546 people. The responses to Celebration have ranged from an early visitor who said it resembled the too-perfect town of "*The Stepford Wives*," to those who see Celebration as an example of "unabashed neo-urbanism" (Pollan 1997). A product of the Disney Corporation it is designed as a low density community in a 20th century architectural style (Goodnough 2004). The colony consists of mostly single-family homes with a large elderly Caucasian population. Celebration is separated into areas referred to as "villages" (Goodnough 2004). The colony also has a diverse economy; there are now more than five hundred registered companies listed as doing business in the shopping plazas, small office complexes, and the Disney World office building park (Goodnough 2004).

Advertisements

In the modern private colony of Celebration, Disney attempts to colonize through several mediums of advertisement. Disney advertised the creation of its new colony through press interviews, testimonies, and brand loyalty. The company used its brand loyalty along with the

names of the famous architects and designers to gain consumer attention (Goodnough 2004). It used retro post cards in attempt to play on one's past memories. The company incorporated advertisements into Celebration's town features, like the town entrance signs. The press coverage of the town was large. The company posted interviews with the architects, visitors and many others, praising the town's design and *genus loci*, which means sense of place. It used personal testimonies as a marketing tool. The combination of expert testimonies and "average Joe" testimonies were effective. Disney was breaking into a new market in which to earn revenue. The theme parks are proof that Walt Disney and his company have always been obsessed with making a utopia "where all your dreams can come true" (Sorkin 1992). With this new development they are just getting closer to making the elusive utopian dream a reality.

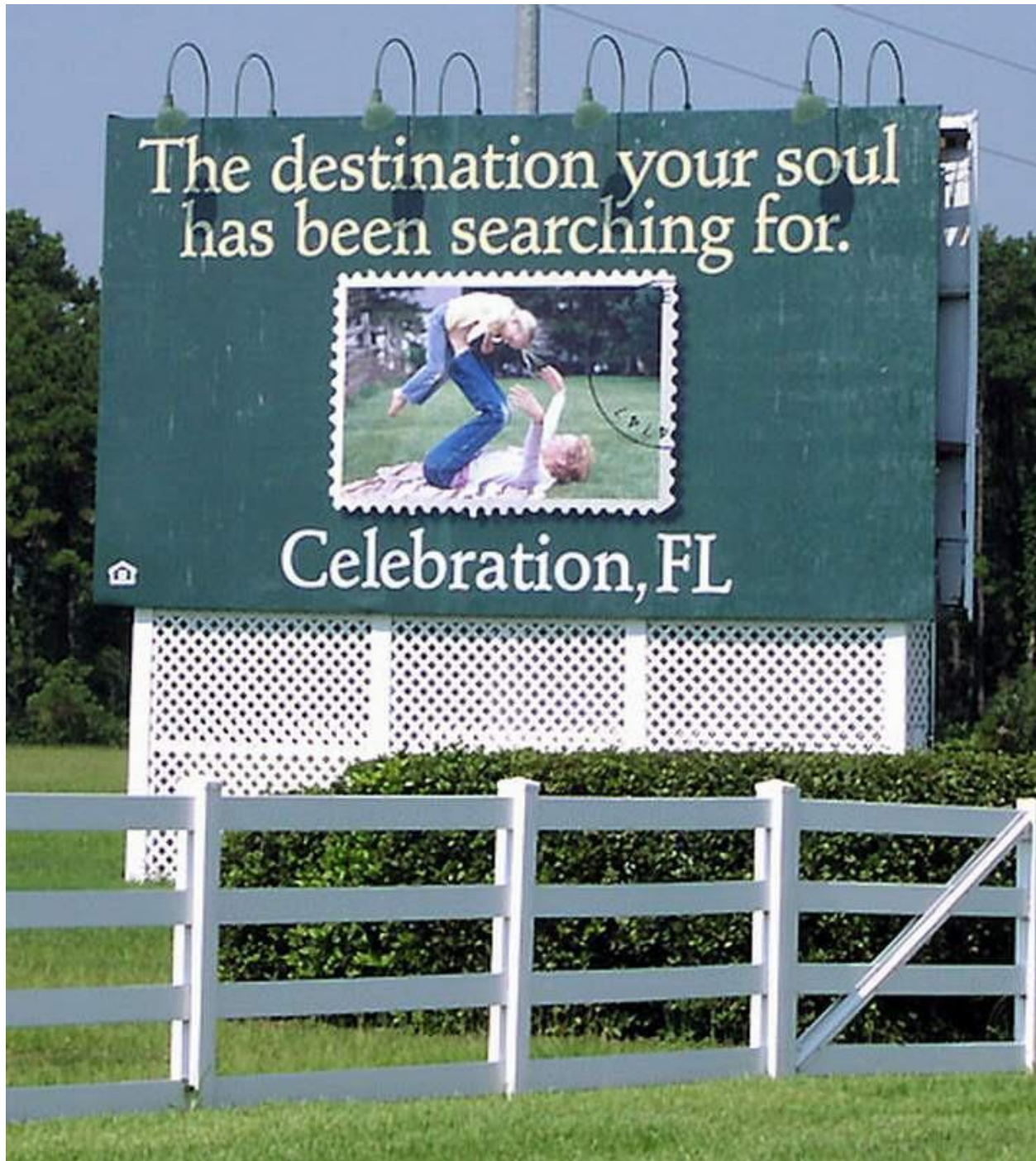


Figure 5: Celebration Town Entrance Sign 1994 (Doll 2010)

The testimonies and journal articles all displayed that Disney is selling what it sells best. Disney sells the “lost hopes, abortive dreams and utopian potential of popular culture” (Giroux 2001). The company plays upon child wonderment and the revival of forgotten youth (Giroux 2001). The company was not selling riches or job opportunities, most of the consumers were

retirees. Disney was selling a sense of community where ones lost dreams of an ideal life and town could come to life, reflecting on one's past and childhood (Giroux 2001; Pollan 1997). This is similar to its marketing schemes at its various theme parks. In essence, Disney idealizes the theme park by creating the first colony theme park. The company sold a utopian community that followed the motto of its theme parks, a place "where all your dreams can come true" (Giroux 2001; Goodnough 2004).

Profits

Disney's merchandise sales and theme park admittance went up after the development of the community (Giroux 2001). The company's profit was the chance to transform a colony or town into a theme park community. It expanded the reach of company power and consumer loyalty. The expansion of its already vast consumer power is the main profit for Disney Corp. (Giroux 2001). This town allowed Disney to target an older consumer base that had been harder to reach until then (Goodnough 2004). It made a retirement amusement park through colonization and governance and expanded its brand loyalty (Pollan 1997).

Charter

The charter for the City of Celebration was created solely by the Disney Corporation and was created before a single person moved to the town (Hyatt 1994). There is no public opinion within the document. All administration and government officials for the town are Disney employees and the governing body of Celebration is made up of a committee of Disney employees (Hyatt 1994). However because there are still voting standards and rights, the general public gets to vote on which Disney employee will control their community; but no consumer can have governing power (Hyatt 1994).

**AMENDED AND RESTATED
DECLARATION OF COVENANTS, CONDITIONS, AND
RESTRICTIONS FOR
CELEBRATION RESIDENTIAL PROPERTIES**

THIS AMENDED AND RESTATED DECLARATION OF COVENANTS, CONDITIONS, AND RESTRICTIONS FOR CELEBRATION RESIDENTIAL PROPERTIES is made this 11th day of September, 2003, by The Celebration Company, a Florida corporation (hereinafter, with its successors and assigns, referred to as "**The Celebration Company**").

WHEREAS, on December 19, 1995, The Celebration Company filed that certain Declaration of Covenants, Conditions, and Restrictions for Celebration Residential Properties which was recorded in Official Records Book 1298, Page 1889; as amended by that certain First Amendment to Declaration of Covenants, Conditions, and Restrictions for Celebration Residential Properties, recorded in Official Records Book 1307, Page 2936; as modified by that certain Correction to the First Amendment to the Declaration of Covenants, Conditions and Restrictions for Celebration Residential Properties recorded in Official Records Book 1369, Page 717; as amended by that certain Second Amendment to the Declaration of Covenants, Conditions, and Restrictions for Celebration Residential Properties as recorded in Official Records Book 1411, Page 2623; as amended by that certain Third Amendment to the Declaration of Covenants, Conditions, and Restrictions for Celebration Residential Properties as recorded in Official Records

Figure 6. Celebration Residential Declaration of Covenants 1995 (Hyatt 1994)

There are also opportunities for electing local officers but the only power that they have is in the creation of home owner associations within neighborhoods, or the right to create exclusive "public" spaces which only exclude certain people, usually the impoverished (Hyatt 1994). An example of these spaces would be a gated park in which you had to be a paying member to gain entrance (Hyatt 1994). The consumers' only governing power is the ability to enforce public space use regulations (Hyatt 1994). The local government has no real power to create real change within the community, besides limiting the hours you can access a public space.

There are clauses that say that after the community has reached 75% occupancy that Disney will relinquish control to the people of the city (Hyatt 1994). However after that clause there is a second that says: "or in its discretion, The Celebration Company so determines" (Hyatt 1994). This way Celebration can always stay in control if it desires or as long as it is beneficial for the company.

Vibrant communities depend upon all of their stakeholders working together to uphold community standards and achieve the vision and goals for the community. The Celebration Company, the Association, the owners, the builders, and others have a role in how the community functions and in helping to fulfill that vision. This chapter identifies these stakeholders and describes their roles in administering the Community.

2.1. The Celebration Company

The Celebration Company established the vision for the Community and, through the Governing Documents, set forth the founding principles that have guided the Community during the period of development and sale and thereafter. The land use plan for the development of the Celebration community, as it may be amended ("**Master Plan**") is included on Map "H" attached to the Third Amended and Restated Development Order for Celebration Development of Regional Impact, adopted by the Board of County Commissioners for Osceola County, Florida, on September 9, 2002, and recorded on November 20, 2002, in Book 2148, Page 1133, *et seq.*, of the Official Records of Osceola County, Florida ("**Development Or-**

submit property to this Charter that is not shown on the Master Plan.

Although much of Celebration has been developed, The Celebration Company has reserved various rights in the Governing Documents with respect to development and administration of the Community. The Celebration Company may exercise certain of these rights throughout the "**Development and Sale Period**" – the period of time during which The Celebration Company or any affiliate of The Celebration Company owns real property in the Community or has an unexpired option to expand the Community pursuant to Chapter 17. The failure of The Celebration Company to exercise any of these rights prior to expiration of the Development and Sale Period does not constitute a waiver of these rights.

The Celebration Company has reserved other rights under the Charter and By-Laws that may be exercised only during "**The Celebration Company Control Period**," which is the period of time that The Celebration Company is entitled to appoint a majority of the members of the Association's board of directors. The Celebration Company Control Period began on the date of the Association's incorporation and termi-

Figure 7. Celebration Residential Declaration of Covenants 1995 (Hyatt 1994)

Legal Context

The relationship between the U.S. government and Disney is a long and strong one. Disney has supported government goals since World War II. Disney created several war propaganda films, which began the long relationship between the company and the U.S. government (Disney 1947). After that:

“The government looked to Walt Disney more than any other studio chief as a builder of public morale providing instruction and training the sailors and soldiers. Over 90% of Disney employees were devoted to the production of training and propaganda films for the government (Disney 1947). Throughout the duration of the war, Disney produced over 400,000 feet of educational war films, most at cost, which is equal to 68 hours of continuous film” (Disney 1947).

The Consumer Citizens in the Spectacle of Colonization

These companies are turning their citizens into consumers, because they are asking for their consumers to extract resources for Aramco, or increase their brand name and tourism to Disney's many attractions. Then they are selling its consumers the privilege to colonize a theme park colony in Celebration, or an exotic home away from home community in Dhahran. Disney is advertising the chance to relive ones childhood dreams, and embrace a place "where all of your dreams can come true" through retro postcards, and personal testimonies (Disney 1947). In Dhahran, the company is advertising an American lifestyle and greater occupational opportunities, through virtual tours and popular culture references. By advertising the spectacle of colonization and addressing the profits the company plans to receive, they have just turned their colonists into consumers. Private entities like Disney and Aramco create spectacles of their colonization efforts because they are distracting their consumers with products to keep them sedated and content with being consumer citizens within a corporate controlled system.

The system that controls these companies is the U.S. government, which supports both companies because they both positively contribute to the overall American economy. The U.S. does not view either company's power as a threat to its own. It has deliberately aided the Aramco in keeping its relationship with the Saudi Monarchy so it can keep its military base with in Saudi Arabia. While, Disney has helped the U.S. government through moral boosting film productions during war times. These are aspects to keep in mind when projecting these relationships to the colonization of Mars.

The governance apparatuses which is defined as: "the organization or system used for doing or operating something; machinery for government". The apparatuses in which the company holds control in these colonies is through company controlled and elected governing officials. For example, in Celebration the consumers are aware that the governor is a Disney employee, and only Disney employees are elected for the position by the company. The almost nonexistent amount of political power that these consumers have seems to satisfy them, or at least be worth the community they purchased. There have been critiques from scholars like Michael Sorkin and Henry Giroux, who believe that the institution of celebration undermine the power of democracy. I argue that acts of private colonization undermine citizenship, when they keep its citizens trapped as consumers through the spectacle of governance.

Chapter 4: Future Colonization Proposal Analysis

Introduction

In the following chapter, I have analyzed the plans that have been developed by the Companies SpaceX and Mars One in the same fashion as I analyzed the historic and present day colony examples. The following chapter reviews policy plans, as far as they have been developed, of Mars One and SpaceX, as they are available to the general public. It also reviews the companies CEOs' interviews with various journals, and how they are planning these voyages. Additionally, I am studying the companies' methods of advertisement and their success in gaining participation for colonizing Mars as well as the ways in which they plan to profit from these ventures and what that means to their consumers. I have looked for similarities or contrasting traits within the two companies' advertisements, expected profits, and overall plans for colonization. Most importantly, I have scrutinized their proposed governance plans and how it interacts with the larger body of Space Law, an area of the law that encompasses national and international law governing activities in outer space.

Space X


SpaceX is a Space Exploration Technologies Corporation, an American aerospace manufacturer and space transport service company with its headquarters located in Hawthorne, California. The company was founded in June of 2002 (Post 2015), and it is one of the first non-government entities planning to colonize Mars. Company CEO and founder, Elon Musk, announced in his plans for the colonization of Mars in November 2012 (Post 2015). SpaceX is the only company, of the two, with the technology to get to Mars without another entities help. It gained the financial abilities to get to Mars through several international investors (Post 2015) and plans to colonize Mars within the next twelve years (Post 2015). Elon Musk announced to *Flight Insider* that he will be releasing his "Mars Colonial Transport" schematics later this year (Kramer, 2015). Musk claims the purpose of this 'Mars Colonial Transporter' (MCT) would be to establish a large city on Mars that could eventually become a self-sufficient second home for humanity (Kramer, 2015).

Advertisements for Participation

SpaceX is constantly testing rockets and building new astronaut support systems for the eventual colonization of Mars (Post 2015). SpaceX has gained a lot of participation because of its ability to prove that its technology and engineering are reliable. The company is constantly advertising its successful launches, like the Falcon 9, on various internet sites, television news coverage, and several follow up interviews with Musk himself.

As big as this is for SpaceX, it's not the first time a vertical take-off rocket has landed upright after launching into space. In November, Jeff Bezos' private spaceflight company Blue Origin announced that it had **landed its rocket New Shepard post-launch**. SpaceX's Falcon 9 rocket is more complex than New Shepard: it's designed to go higher in space, and much faster.

***IT'S A BIG FIRST STEP
TOWARD REUSABLE
ROCKETS***



Why Blue Origin's rocket landing shouldn't be compared to Sp...

124 MILES

FALCON 9

62 MILES

NEW SHEPARD

Figure 8: News Article about Falcon 9 launch (Grush 2015a)

One reporter stated that SpaceX was “launching increasingly ambitious test flights of a reusable prototype called Grasshopper and attempting to make a soft water landing with the first stage of its upgraded Falcon 9 rocket during a launch out of California in late September” (Kramer, 14, and ET 2016). That launch later failed last year, but the media coverage of it was larger than any previous launch, showing the expanding influence of SpaceX and the company’s ability to peak public interest.

Company Profits

The furthest development of economic and societal planning for this colony is that it will be primarily a tourist run industry and community (Post 2015). One could move to Mars for twenty years or their entire lifetime, they would be the first space pioneers. “Musk envisions launching colonists to the Red Planet for about \$500,000 per seat (StaffPaur 2012). The Mars colony would begin with a small group of pioneers but would eventually grow into a self-sustaining settlement perhaps 80,000 strong,” (StaffPaur 2012).

The company is fully embracing the idea of citizen as a consumer. It is selling the voyage and the act of colonization very clearly for a specific monetary value, meaning only the elite and wealthy can afford to travel or colonize Mars. The economy would be driven by tourism. The company would gain fame and fortune while being the forefront in technology development (StaffPaur 2012). This could open up new possibilities for a company partnership here on Earth, and the development of a new economy on Mars.

Elon Musk also hopes that the mission helps NASA in enlarging its budget. SpaceX has done a lot of business with NASA, with many minor launches that were cheaper to outsource to the private company. The expansion of NASA budget may lead to more frequent use of SpaceX’s services, meaning more revenue for the company. Musk acknowledges that his mission could be derailed or postponed for any number of reasons. He said in an interview “we may not colonize Mars in my life time, but I imagine being one of the first people buried there” (Berger 2016)

Charter

No information is available to the public on any regulations or preliminary systems of control. In a way this could be a tactic in gaining participation, in both the planning and development of the mission and the actual colonization. I believe that it is a way to avoid liability for consequences of colonization. The company's website is even devoid of controlling over tones or any notice of regulations on Martian life. It only highlights its success and ability to get there, not what happens once they are there. The company focuses on its technological abilities to complete the mission, even though it does not reveal the entirety of what it envisions the mission to be. The only hint at control is the confidence of Elon Musk and how he has become a very well-known public leader for the colonization of Mars. This is the only display of power that the company has demonstrated.

The fact that SpaceX has no publicly available charter makes it harder to analyze within the format and structure have been laid out in this thesis. However, since it is the focus of the project and a deciding factor for the other precedents of private colonization that were chosen for this study, I still believe it is very relevant. Its lack of information available does not hurt its prospects of analysis.

Larger Legal Context

No information is available to the public. Musk has stated that there are still aspects of his plan that he has not revealed. SpaceX also has claimed that after further development of the Mars Transport System, Musk would reveal more information about his plan for the red planet. However, it is still unclear if that includes mention of Space Law. The company is not shy about its partnership with NASA on several different launch projects. Part of Musk's motivations for this mission is to foster a stronger relationship between his company and NASA. Musk hopes that his mission success could enlarge NASA's budget and increase their business interactions. This displays a civil relationship between SpaceX and its larger governing body the U.S.

However, I believe that by not referencing Space law he could be less liable if the company were to break it. By not stating what the company plans to have its settlers do, and not stating how the company will control them or how they will interact with Earth, the company will be less liable if there are complications or power conflicts in the beginning of the

colonization process. This could probably help them in actually getting the mission off the ground. The less information it puts out there, means the less critiques on its plans. This way it might gain more funding and participation.

Mars One

SpaceX may have the advanced technology on its side, in the mission to Mars, but the company Mars One is still a formidable competitor. Mars One is a nonprofit organization based in the Netherlands that has proposed to land the first humans on Mars and establish a permanent human colony there by 2027 (Lansdrop 2015b). Bas Lansdrop, is CEO and founder of Mars One. He announced the plan to colonize Mars in 2012. The corporation does not have any of the technical capabilities, like rocket launching equipment so it will be working with Lockheed Martin for its Aerospace needs, which is a well-known company that has worked with several aerospace programs on an international level (Lansdrop 2015b). The group plans to foot most of the bill by staging a global media event around the entire enterprise, from the astronaut selection process to the pioneers' time on Mars (Lansdrop 2015b). The company plans to send four volunteers to colonize Mars for the company, and attempt to make a livable environment underground on Mars (Lansdrop 2015b). After the first voyage it will send up four more volunteers every three years (Lansdrop 2015b).

Advertisements

The company has gained attention and funding support and volunteer participation for its mission through popular media sites (Lansdrop 2015b). However, what it is most famous for is its ideas about creating a reality show out of this mission. The company has a lot of critics, which are poking holes in its financing of the project because of the ethical dimensions of showing a reality TV show of a dangerous venture like the colonization of space (Keep 2015). There are also aerospace scientists that believe without them creating the actual technology and means to get there; that its plan will never succeed. Most notable was an interview of a Dutch professor who went through the selection process and criticized it to the public (Keep 2015). The professor called the process a joke, and said that the whole company was ridiculous (Keep 2015). However, this professor did not make it past the second round of selections before he publicly stated these things (Keep 2015).

Though this press did not shine the brightest light on the company, it did make Mars One a very popular topic. Before this scandal the mission had over 200,000 volunteers ready to help colonize mars. After the first rounds of the selection process the company is down to 100 candidates (Lansdrop 2015b). It is still performing its second round selection process (Lansdrop 2015b).

Company Profits

Mars One planned to find most of its funding from hiring an entertainment company to create a show out of the volunteer selection process and the voyagers' lives on Mars (Lansdrop 2015b). In a press release it states that "It also emerged that negotiations with Endemol to produce a reality TV series about the mission had ended." Whether this means a contract was signed or that there was no deal made, is still unclear (Versteeg 2016). Mars One CEO, Lansdrop, stated that "If everything goes according to plan, monetizing the TV rights would cover the initial investment and then some (Versteeg 2016). The settlement is also designed to gradually become self-sufficient, meaning costs should decrease over time." They also plan to use the media exposure to try to attract affiliates (Versteeg 2016). This company is providing a chance to be a part of something greater than oneself, granting historic fame to its settlers, while it gains profits in the entertainment industry and garners brand fame as the company behind the first Martian settlement.

Charter

The company's plan for governance consists of informing the volunteers with information about forming colony government and developing hierarchies of power (Lansdrop 2015b). Mars One will then let the participants decide how to govern themselves (Lansdrop 2015b). In an interview with Law Street Journal the company said

"The astronauts will also have to spend time configuring a system of organization for their colony (Stern and Runner 2014). They will have the responsibility of deciding on a democratic set of rules to appease the community and help avoid chaos or, in the worst case, a demise of the colony (Stern and Runner 2014). There will be no religion to dictate principles; decision making will be based on the individual's system of ethics and free choice" (Stern and Runner 2014).

Resources are scarce on Mars so the question of population control and the role of governance in enforcing those controls should be addressed. Mars One stated that eventually the settlers within this colony will be allowed to reproduce once we have a better understanding of how the gravity may affect pregnancy (Stern and Runner 2014). They see it as added labor eventually with no costs to transport them from Earth (Stern and Runner 2014). The birth of the first Martian child would be one of the biggest interplanetary televised events in history. As of now there are no plans by Mars One in place about how it intends to control population growth in a fragile resource system (Stern and Runner 2014).

Larger Legal Context

The creation of Space Law began in 1967 as several agreements between the largest space agencies at the time, the Soviet Union and the United States (Piradov 1976). The first collection of Space Law comprises of primary treaties agreed on by a committee of nations throughout the world (Piradov 1976). The United Nations and some other selective parties helped in the mediation of these treaties. The Soviet Union was the leading nation in framing space law as its own branch of international law to be upheld and administered through the United Nations (Piradov 1976). The law was made to “promote peace, democracy, and socialism to encourage social progress”(Piradov 1976). In the end, a twenty-four state committee was created to make a co-operative law-making body (Piradov 1976). By the end of 2000 there were 100 parties in agreement with the “Outer Space Treaty of 1967”(Jasentuliyana 1999). The modern ratifications of the body of International Space Law consist of five treaties, each agreed upon by various countries throughout the world (Jasentuliyana 1999). Every year the committee meets to institute new amendments to the body of international space law (Jasentuliyana 1999).

According to Lansdrop, Mars One will not violate any legal standing regarding international space law. According to the New Hampshire Bar Association, one fundamental principle of international space law is “that all nations are free to conduct scientific investigation in space” (Stern and Runner 2014). Another aspect of the law forbids the establishment of any sovereign state to use space for military gain or use (Jasentuliyana 1999). One law states no nation can “claim sovereignty by use or occupation” (Jasentuliyana 1999). This means that no one may populate any celestial body, which is a natural body in space processing mass that is

changeable, in the name of a particular nation (Piradov 1976). The law states that settlements are allowed and research bases but not colonization (Jasentuliyana 1999). The term colonization implies a certain level of outside or inside political control. The body of Space Law still does not include specific regulations on colonization. However, Mars One response in an interview was “The plan for 2027 to colonize Mars is experimental; and as long as it remains free of a military presence and does not have a negative impact on the environments of Earth or Mars, it broadly falls in the confines of international space law” (Journalism, runner, and Lover 2014). Is Mars One stating that its mission is an experiment with colonization and its varying levels of control?

The law does not forbid the establishment of research bases (Jasentuliyana 1999). There are many theories on how base establishment is a form of colonization or sovereignty. There are scholars who have argued that the U.S. is constantly colonizing the world with its numerous military bases. Another example is the Aramco Company that was discussed previously. They established oil extraction bases as a form of colonization. The most influential development in modern Space Law is that it now tolerates the settlement of celestial bodies for habitation as well as research settlement (Jasentuliyana 1999). Space Law has outlined examples of research bases being set up on celestial bodies (Jasentuliyana 1999).

The Consumer Citizens in the Spectacle of Colonization

These companies will turn their future citizens into consumers, because they are asking for an actual monetary amount for the privilege to colonize a new planet. They are advertising the bravery and an amazing experience through glamorous renderings of what life could be like, and using slogans like “take the next giant leap for mankind” (Versteeg 2016). By advertising the spectacle of colonization and addressing the profits the company plans to receive, they have just turned their future colonists into consumers. Private entities like SpaceX and Mars One create spectacles of their colonization efforts because they are distracting their consumers with products to keep them sedated and content with being consumer citizens within a corporate controlled system.

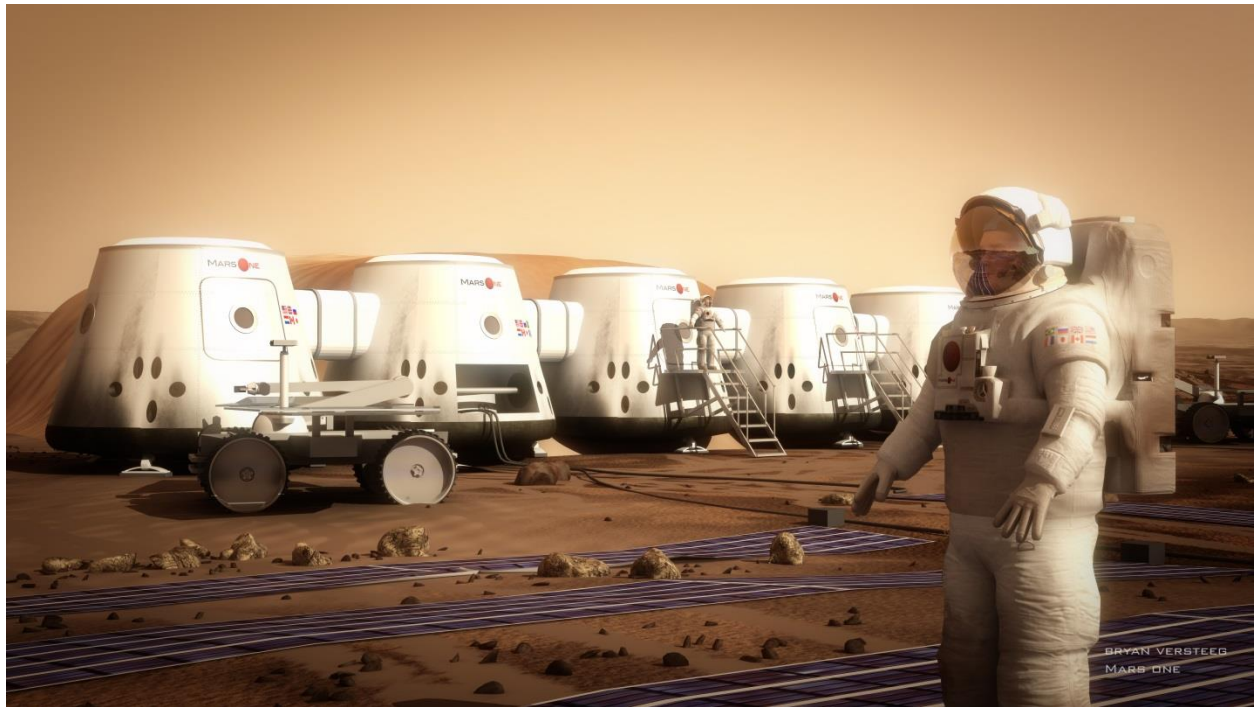


Figure 9: Mars One Habitat Rendering (Versteeg 2016)

SpaceX has the technology and the means to get there, and a more substantial funding plan. However, it has not approached the concepts of how this colony is going to function long term. It has no governance planning or approach. The company has not stated what its tools of governing control will be to keep the citizens trapped as consumers within its colonization plans.

Unlike SpaceX, Mars One does not possess the technology or the funding to be able to colonize Mars by its self. It is criticized in the media more because of these facts. However, it is the only company that has expressed any governance and population plans. The company has even addressed how it plans will interact with the larger body of Space Law. Through this it has started the discussion of what political relations might look like on an interplanetary scale. Mars One has defined the methods it plans to deploy in the event its consumers become dissatisfied, and it has to pacify them with an adjustment in its governance apparatus.

Chapter 5: Consumer-Citizens and their Place in Private Colonization: Critiquing Authoritative and New Urbanism Ideals

In this chapter, I argue that private colonizers undermine citizenship. I do so by analyzing the way advertising transforms a citizen of a new colonizing effort into a consumer purchasing a promised good from the company. I have explored how each case has manipulated advertisement in varying forms to instill its citizens with only the power of a common consumer. Then I explore how that citizen remains a consumer through the adjustment of company governing powers, such as the creation of new governance documentation. In the following sections, I make the three arguments: First, historical precedents of private colonization can help us understand colonization for the future of Mars. Second, I argue my analytical thesis framework can contribute a nuance to the work of Scott to understand deeper relationships between a private company and its colonists; Third, that nuance is the understanding of how private colonization efforts undermine citizenship by treating citizens as consumers; a private entity achieves this by retaining and adjusting the levels of governing controls used within the colony. These arguments will provide a new perspective on the practice of private colonization. It will also provide a new critique of authoritative planning practices that persist today in new urbanist towns like Celebration.

To understand the new perspective on the colonial period, I will show from beginning to end how the private company transforms its colonists into consumers that can only become citizens after the company has given up all of its power. The primary documentation of advertisements led me to hypothesize that through the use of documented advertisements, private colonizers were able to sell colonization to its citizens. Then I explain how governance and control are the binding forces in keeping that relationship. For example in the Massachusetts Bay colony, the company gave local governance power to an aristocratic group of men (Jarnis 2009). However, the company selected the men. Making them a governing body selected by the company instead of the people (Rose-Troup 2009). The relationship between the company and the consumer is a story of uneasy compromises between the consumer and the company. The company gives false qualifications of power like it did in Massachusetts and in Celebration where the local government has no power to change any governance documentation I will lead

the discussion of this phenomenon through each of the previous case studies; providing evidence of this circumspect relationship (Rose-Troup 2009; Giroux 2001).

Lastly, my overarching argument is that colonizers, subject citizens, by using adaptable levels of control and governance to keep citizens trapped as consumers within a colonial relationship. This research provides a new critique on authoritative planning practices. Colonial regimes are a form of utopian or authoritative planning (Scott 1998). Undermining citizenship is a cultural result of these false power organizations to create a place that reflects the true government power and economic identity of the company instead of the colony in these case studies (Beinart and Hughes 2009). Then I align this research with theorist to explore private colonization. Through this idea I am applying spatial criticisms on to governance practices within colonization.

Framework for a New Perspective on Colonialism

I will clearly define the connections I have observed between my precedents and the companies SpaceX and Mars One. This shows that though it is early in the histories of Celebration, Aramco, and even earlier in SpaceX and Mars One, there are already connections between them; illustrating that these companies and their consumers might be falling into similar patterns. I argue that these six precedents, discussed through chapters two through four, represent possible ethical outcomes for the colonization of Mars because they have core factors in common with the companies that are attempting to colonize Mars. I argue that this framework creates a new lens in which to scrutinize the colonial time period, as well as understand what private colonization means to its colonists. From the evidence that we have, we can see that all of the case studies are following the same rising pattern. It is a unique opportunity to be able to explore such a phenomenon in three separate stages of development. However, because of this we can only infer that SpaceX and Mars One will continue to follow similar patterns as the historic and modern case studies at a later date, this framework could need adjustments if these companies deviate from the patterns presented in Chapters Two through Four.

Citizen as Consumer

Citizens are turned into Consumers by three different advertisement strategies. The strategies are: brand or logo loyalty and development, ad campaigns, and viral advertisements through social media outlets. The use of brand loyalty has been used historically and in the present day. The East India Trading Company and Celebration Florida are examples of colonization efforts where the companies relied on their brand recognition to attract consumers (Giroux 2001; Robins 2006). The use of ad campaigns has also been used historically and in the present day. Examples of this are the Massachusetts Bay colony and Aramco Company (Vitalis 2007; Rose-Troup 2009). Lastly, in the future there has been a shift to a reliance on social media, and viral advertisement to advertise the upcoming colonization of Mars by the companies, SpaceX and Mars One (Berger 2016; Versteeg 2016). I have focused on how the consumer instead of citizen relationship was formed through the selling of colonization for revenue through these various methods of advertisement.

Ad Campaigns and Consumer Satisfaction

The many companies that colonized the Massachusetts Bay used several ad campaigns to create its consuming body of colonists. It did this through flyers about prospects of business and religious communities. An ad campaign is a series of adds that share one idea, design, or tagline. They are formed on insight into the simplest form of the idea of what the consumers wants while illuminating the profits the company hopes to gain. The company also wrote articles and ads in local newspapers (Rose-Troup 2009). All of its ads had similar themes of spreading western religion practices with slight mentions of fishing market in the new lands; and later the better farming lands for the development of a local agricultural economy with the possibility for exporting goods, in Massachusetts (Rose-Troup 2009). The company created the consumer instead of citizen relationship through campaign ads that proposed the product the consumers wanted and hinting at the prices the consumers had to pay (Rose-Troup 2009).

Similar to the methods of the Massachusetts Bay Company, the Aramco Company used campaign ads with the similar base idea of a “home away from home”, however Aramco included virtual tours of the community (Rundells 2014). It relied on one similar idea in a series of ads to gain consumer participation. It sold beautiful American style gated communities, set in

the exotic lands of Saudi Arabia (Vitalis 2007). It sold ideas of adventure with the safety and protection of a gated community with an American military base right next door (Vitalis 2007). The company also advertised the new occupational opportunities. Aramco advertised the product which was the American styled community, with the price which was working for Aramco to extract oil from Saudi Arabia (Vitalis 2007).

There are patterns of complex interactions between what the consumers purchased and what the company values; the companies often gave its participants a false sense of satisfaction to enable the public to serve its motivations. In the cases of the Massachusetts Bay and the East India Company both of their consumers started to rebel against the company when they felt unsatisfied with their products (Rose-Troup 2009; Jaffe 2015). The consumers exist only as long as the company can keep a façade of satisfaction for its consumers. The advertising these companies deployed, later developed into a form of false advertising when the company started to change its prices; or did not satisfy the consumers with the product that they purchased. In the Massachusetts Bay Colony the consumers of the colony wanted the opportunity to be part of a puritan based community, with power controlled by the people rather than just a few select wealthy members of the puritan church (Rose-Troup 2009). The consumers were promised ownership over their community; however they just remained pawns within it. This occurred in the EIC as well (Jaffe 2015). The consumers colonized new lands because they were advertised new opportunities to improve their lives and their social and wealth status (Rose-Troup 2009; Jaffe 2015). However, most of the consumers were living in the same conditions they left, or they were being taxed to compensate for lower trade profits, making it hard for their businesses to succeed (Rose-Troup 2009; Jaffe 2015).

Brand Loyalty and Consumer Satisfaction

The East India Trading Company had the longest company consumer relationship to date. It started its relationship in one of the largest colonization efforts in history. It had loyal consumers all over the world each paying for the privilege of the new life the company provided in new lands. This relationship started when the EIC was one of the first companies to develop a recognizable logo (Robins 2006). Brand wealth relies on images of the past, or a play on memories, the company's long history allowed for this to be more affective. It was the first

example of brand loyalty and product quality (Cbelland 2016). Trust building is a key to brand advertising. The consumers need to feel special and valued to give the brand a good reputation, and makes the consumer want to pay more in the future for a quality brand they trust. The EIC was the first registered trademark in history (Robins 2006). The world knew that the logo meant the best product from the best company. Sign your life over to be a part of the greatest company, to be an elite merchant or shareholder in new lands free from imperial impression (Robins 2006). The company became a “national object”. The company used its brand fame to entice its consumers to colonize new lands and pay for this experience in exported goods and property taxes (Robins 2006). The EIC created a mass of consumer citizens all over the world, by its brand development and advertising through its logo’s and product flyers.

The other company in this study who used the same method of brand loyalty to create consumer citizens was the Disney Corporation in Celebration Florida. Disney is one of the top twenty most recognizable logos (Goodnough 2004). Through this company recognition it was easy to gain participation in its colony. The consumers trust the company because they have already been consumers of them in other aspects of their lives. Disney turns its future citizens into consumers by promising them what it promises with all its theme parks. By promising them a theme park colony “where all your dreams come true” (Giroux 2001). Disney plays on childhood memories and “abortive dreams” to sell all of its products (Giroux 2001).

Just like the EIC and Disney, the brand for SpaceX is rooted in the recognition of its rocket names and the recognition of its CEO (Berger 2016). Through these advertisement methods both companies just further launch their brands into the memories and recognition of society (Berger 2016). In the scenario that only one of these company actually manages to colonize Mars, it would mean that, the company would have a monopoly over all intergalactic trade and the only monopoly on Martian real estate. The first example of a company having access to that big of a monopoly over so many different sectors of trade or land was the EIC. The company was the largest founder of the new frontier. Now either SpaceX or Mars One has the chance to be the first founder of our final frontier.

Viral Advertising and Consumer Responses

SpaceX creates the citizen as consumer relationship by advertising through the internet, and popular media sites the success and even failures of its rocket launches (Grush 2015). Each new launch shows work and progress the company has made on extending the human presence throughout the galaxy (Grush 2015). It is selling the proof of their abilities to colonize Mars through media coverage of these launches. In its media coverage they are also stating the price of this voyage which asks the consumers of the colonization of Mars to pay the monetary amount of \$500,000 (StaffPaur 2012). It is using social media and videos to convince its consumers that its mission is one they can depend on. It is also using brand recognition because the CEO, Elon Musk, displays himself and his ideals on Mars and space travel in general (StaffPaur 2012). He has created a face and name for his company that the public can recognize; just how Walt Disney did before him. It also has advertised its launches and technical advance over the competition, much the way Disney did when it first started producing cartoons (Disney 1947).

As for Mars One, It also is maximizing on social media, it is relying on shock value advertising to gain consumer interest in its mission. It is exaggerating on its plans for creating a reality show out of the process, its playing on its consumers desire to be famous and their infatuation with the entertainment industry to propel its mission forward (Stern and Runner 2014). Mars One is also advertising the cost to its consumers, which would be complete televised exposure of their lives on Mars, in the midst of colonizing a new planet. Mars One will be a middle man in financing and ownership of the project (Stern and Runner 2014).. Because the company does not own the technology to get to Mars it would need the funding to pay for those services, which it plans to get by turning its mission into an international entertainment spectacle with the help of an entertainment company (Stern and Runner 2014).. There for it would be the middle man between the two external companies it is dependent on to go to Mars.

The Tool of Governance

Once the consumer becomes a necessary adversary to the company's profits, like in the scenarios that were outlined above, the company starts to wield its governing powers to take precautions to guarantee future profits. There are patterns of a false sense of power bestowed upon the consumers by the company, through various governing techniques to keep the consumer

complacent. I argue that when the consumers are dissatisfied and less profitable for the company, companies will attempt to keep them as consumers by giving them false governance power. The main strategies used by the precedents within this study were the creation of private property rights, which the company profited off of through land taxation. That or the development of local governance with limited to no power to pacify its consumers so it could continue to profit. Some colonies used both of these methods to keep its consumer to company relationship profitable. These strategies trap the colonists in the role of consumers.

Private Property Rights

Within the Massachusetts Bay colony, the settlers wanted ownership over a puritan community, when they did not receive that ownership they became less productive which decreased the company's profits (Rose-Troup 2009). As a response the New England Company granted private land ownership to its consumers, thinking this would pacify them. The consumers did feel like they were satisfied for a while, because they did get ownership, but at a steep tax price that kept rising (Rose-Troup 2009). The consumers got private property within a controlled system. Along with that private property there were also property taxes owed to the company that rose with the decline of traded goods, hurting the consumers even more (Rose-Troup 2009). The consumers wanted to set the tax price they pay to do this they needed the establishment of governance by the people for the people. Eventually the consumers became disgruntled and started to riot and rebel against the company (Rose-Troup 2009).

The other company that issued private property rights when its profits were in a lull was the East India Company. The EIC granted property rights to its consumers with small property taxes to supplement its trade inventory and taxes (Robins 2006). This became especially important after the Boston Tea Party, where the EIC lost its trading partners within America and they also lost a lot of product and therefore revenue (Robins 2006). The creation of private property seemed to work for a long time; the consumers were satisfied until those property borders started to be breached by other surrounding sovereignties (Robins 2006). This eventually gave the company the perfect opportunity to develop an army, which lent to more government powers like minting coins (Kalpagam 2014). The companies' profits shifted from industrial monopolies to acquisition of power and military adventurism (Jaffe 2015). This led to

complications with Britain and the mistreatment of the impoverished consumers who were pillaged by the military in the name of the EIC (Jaffe 2015). Historically the companies lose power and dissolve when its consumers became disillusioned with the company, its control, its product, and being a consumer for it. An example of this is when the EIC started to use its military forces to intimidate its consumers into paying more taxes or by pillaging its homes (Jaffe 2015). This usually occurred after the company took advantage of its consumers' loyalty, or tried to push its profit margins further than the consumers were able to pay for. The companies paid for these transgressions through rebellions and revolts started by its consumers (Jaffe 2015). In the case of the EIC, the abuse of its military powers led to guerrilla warfare with its consumers (Jaffe 2015). There was a limit to the illusion the consumers were under in each of these cases of private colonization.

For the case of Martian private property rights there are some larger complications that need rectifying. The colonization of Mars or any other planet must obey the set of International Space Laws. These primary treaties provide the basic principles that any entity colonizing Mars or any other celestial body should consider before colonizing space (Piradov 1976). Space law defines a small set of principles that all acts of colonization of space should follow (Piradov 1976). Space Law states that no celestial body can be claimed. So the land cannot be individually owned or owned by the company. However some scholars may argue that there are issues in the terminology of the original document because it defines planets as islands in the sea that is space. Islands can be owned privately or are easily conquered and claimed by nations all over the world (Jasentuliyana 1999). This means that all the property of that planet could belong to a private entity; it could even be militarized in the future. However the document states that these islands are virtually unattainable; this creates contradictory terminology within the law (Jasentuliyana 1999). How can companies like Mars One and SpaceX make plans for governance when preliminary plans today, are flawed and misleading.

Selective Local Governance as a Facade

Once the private property tactic started to lose its effectiveness the company would take another course of action trying to retain the consumer relationship is to choose a committee of wealthy or privileged consumers to run the colony. The consumers work for the company to keep their

positions of power and high social status. The charters of the Massachusetts Bay and the East India Company were amended for a structure of complete corporate control to allow for the inventions of powerless local governing bodies, working for the benefits of themselves and the company rather than for the benefit of the people (Jarnis 2009; Beinart and Hughes 2009). They usually consisted of a selective group of wealthy land owning merchants. They would then use their positions of power to oppress the impoverished, by making decisions that only benefitted the upper class (Jarnis 2009; Beinart and Hughes 2009).

The Present day colonizing companies, like Disney have started with the tactic of selective governance. For example, Disney put a governor in place during the construction of their new development (Hyatt 1995). Disney let its governance plan be public knowledge that their employees would hold positions of power over the town that is why it received a lot of criticisms from the press when it first opened its gates (Pollan 1997). However, not enough time has passed to see if the consumers will become dissatisfied with this governance plan, or if the full disclosure of Disney will work in its favor to keep the consumers consuming. The charter of the colony of Celebration, states that the only local public opinions that pass and turn into a regulations, are the development of private associate spaces (Hyatt 1995). This has only occurred with wealthier consumers making sure that the impoverished do not have access to certain parks or clubs. For the case of Aramco, it just appropriated the existing monarchy power to become its own (Vitalis 2007). It just repurposed the existing selective government to rule its consumers with the interests of the company in mind. It was the perfect scape-goat when the consumers did become dissatisfied but the blame was put on the Monarch (Vitalis 2007). Aramco used local governance as a mask to hide the companies influence over their consumers (Vitalis 2007).

Planning Theory Critiques and Applications

I align my research with that of Michael Sorkin, Mike Davis, and Margaret Crawford and their theories about cities as spectacles. I will add the spectacle of governance into those theories, as a product of private colonialism and authoritative planning. When a private entity colonizes it is creating spectacles for its consumer-citizens. I will be critiquing authoritative and colonial planning efforts and have a dialog with James Scott a scholar who specializes in colonial analysis.

Historic Authoritative Planning Critique

Mike Davis described colonial utopias as different types of power organizations, like extraction planning or domination of land verses organic planning (Davis 1998). For example, the Massachusetts Bay colony was an authoritative planned colony (Scott 1998). It started out as an extraction port colony in 1619 (Rose-Troup 2009). All of its roads led to the Hudson Bay port, the port was the company's point of power. This is where the company acquired its fish from the merchants (Rose-Troup 2009). This port was the company's identity and represented its profits. The consumers of this colony felt no ownership over the land, and did not even inhabit it most of the year because they were always out to sea (Rose-Troup 2009). This is an example of extreme authoritative planning (Scott 1998).

When a company sells the act of colonizing new land, yet creates a physical environment and power structure that guarantees that the consumers have no land and or power. However, it transforms when it is recolonized by the New England Company to a Land dominance focused authoritative plan (Rose-Troup 2009). James Scott describes other tactics that imperial colonialism maximized on were breaking up pieces of land so that they were more and more affordable, and they were able to acquire taxes from more people this way (Scott 1998). The colonization practices also gave people surnames created by a tax clerk, colonizers sold it as a memento of family nostalgia and pride, when really it was easier to track and identify people. (Scott 1998). The New England Company used this practice in its later years of colonization. They ended their colonization efforts with almost three times as much land as the Dorchester Company originally had (Rose-Troup 2009). They are the company that defined the borders of what Massachusetts is today (Rose-Troup 2009).

Those were Davis's lenses for organizing types of authoritative colonial planning, on a deeper level Scott attempts to understand colonization planning and the qualities that make it a product of utopian or authoritative planning (Scott 1998). Scott believes that imperial planning and colonization consists of three lenses of focus, "Simplification, legibility, and manipulation. Imperial planning disregards the participant, imperialists only have a partial or abstract view of the area in question" (Scott 1998). Scott is describing the simplification of colonization through standardization, and trying to organize societies into an understandable entity (Scott 1998). Other scholars also argue that colonization happens through standardization i.e. standard measurement

systems (Robins 2006). Gridded cities represent military and power. Mapping can reveal colonizers interests (Scott 1998). When Scott refers to legibility he is referencing the physical environment and how it can be used to control of society into an understandable grid or epicenter “a project of legibility is immanent in any state...craft that aims at manipulating society, but it is undermined by the resistance of its subjects” (Scott 1998). This is why he believes that imperialists only have a partial view of their subjects, “no administrative system is capable of representing any existing social community except through a heroic and greatly schematized process of abstraction and simplification” (Scott 1998). Lastly, he believes that in colonization imperial or authoritative planning uses the tool of manipulation of governing practices as well as the physical environment, and cultural standards to achieve legibility and simplification (Scott 1998).

However I believe the terms that Scott uses and their meanings can be applied to the East India Company to better understand the significance of these terms in acts of private colonization planning. For example, I believe that the EIC tried to make its consumers more legible. The EIC did this by marginalizing the consumers’ demands and the profits they provided the company. The company outlined a product the consumers wanted and a price or a service they were willing to provide (Robins 2006). This made an understandable consumer base at first, however as the consumers were not satisfied the company would manipulate them through government documentation. “Imperialists retain power over the populous through law” Scott uses a similar example of evidence in his writings (Scott 1998). Whenever the consumers would become less legible, or complicate the company’s profits, the EIC would just manipulate government in a new way to make consumers more legible. In some cases the company manipulated the Imperial British state, when it was distracted with wars, to increase its power and abilities to keep its consumers legible and its profits maximized (Jaffe 2015).

The larger message of this critique of authoritative planning is that these precedents can also be described as spectacle designs. Sorkin might describe these as theme park colonies used to pacify the consumer, trapped within an authoritative planning vision (Sorkin 1992). The theme park or spectacle is the changeable government apparatus that a private entity uses within these colonies to regulate the visions advertised. What makes these colonies spectacles is that the “variable governance” adapts to keep the consumers buying the promise of future pleasure or

happiness. However, in reality the company's governing apparatuses were just substitutes for an authoritative private realm colony. The spectacle was the idea of the colony being a democratic public realm, which the consumers participated in. There were no public political voices within authoritative or historical colonial planning efforts.

New Urbanism and its Modern Authoritative Planning Applications

The planning of colonies historically and today are planned as spectacles when they are created by private entities. The spectacle is the tool used to "widen the gap between the city on display and the city beyond our view...severs the connection...to building real cities" (Sorkin 1992). Because of this I believe that New Urbanism has become a disguise for authoritative or colonial planning like it has for Celebration and in some ways Dhahran. I explore these historic and present day colonization spectacles by aligning them with the thoughts of Sorkin, Davis, and Crawford. Then, I explore how new urbanism is affecting the consumer-citizens the same way colonization does, and how they contribute to my argument that private government is the main distraction in the spectacle of colonization; a distraction that stimulates and sedates the consumers while devaluing citizenship in authoritative planning (Crawford 1992).

In the writings of Michael Sorkin, "the profession of urban design is almost wholly preoccupied with reproduction, the creation of urban disguises" (Sorkin 1992). He was referring to the way urban revival or gentrification projects, many of which could be considered new urbanism, are using images of the past to create places that they think citizens will enjoy (Sorkin 1992). He describes it as a "Cyburbia", which are essentially false advertisements to inhabit new suburbs. A great example of these principles and ideas is within Celebration (Sorkin 1992). This colony is most closely designed and created as a theme park. "Cities to explore during periods of play, which promise not to burden the spectator with the seriousness of reality" (Sorkin 1992). This is where consumerism becomes a part of democracy for the public devaluing citizenship. (Davis 2007) Disney gives its consumers a false sense of power over their own destinies, and then these confident costumers do not realize that they have become passive, obedient employees expanding the strength of the company through brand loyalty towards Disney as a whole (Giroux 2001). Henry Giroux believes that Disney shapes public memory and citizenship in a way that undermines democracy (Giroux 2001). Those spatial relationships become "objects of

consumption rather than spheres of participation” (Giroux 2001). Sorkin describes authority in architecture and urban design draws on images of the past and memories described above; the modern colonies that I have used in my thesis are doing the same thing (Sorkin 1992). You give pleasure to the spectator by referencing the past, because they know what is going to happen, when you create a spectacle colony that references history (Sorkin 1992). For the case of Dhahran, the company references American culture, especially popular culture and how it was perceived during the time internationally, to sell the colonization of Dhahran, they created an over Americanized spectacle for its consumers (Vitalis 2007). The same spectacle is starting to form for the future as well. SpaceX and Mars One, the two companies that are planning to colonize Mars, in their plans and on their websites they both mention the colonization of America, giving an authoritative image of the past to sell the colonization of mars to a society of consumers (Sorkin 1992). The spectacle is always associated with a moment of private desires and future promises offered by items for sale (Sorkin 1992).

The “variations are endless, but whatever form the system adopts, the message is conveyed the same; a repeated imperative to consume” I argue this quote could be applied to how private colonizers use their governing powers as well (Sorkin 1992). They use varying forms of governance to continuously encourage consumerism within the colony. This is shown historically in both the Massachusetts Bay and the East India Company. There is even evidence of this relationship occurring for the consumers in both Celebration and in Dhahran. In both of the colonies’ charters created by their companies, there are clauses in them that give the company power to change the current governing structure. In the case of Dhahran, the charter even has clauses that could change the power dynamic between the company and the Monarch. A separate but similar argument is made by Margaret Crawford when she is describing Mall architecture and the trend towards massive malls is “mall architecture simultaneously provides stimulation and sedation to its consumers, characterized by disorientation, anxiety, and apathy” (Crawford 1992). Meaning that mall architecture provides stimulation with its open space and many views but provides sedation in the way it parades you around the isles of stores, limiting your ability to deviate from the path of consumption or egress from the building quickly with its limited exits (Crawford 1992).. I think this idea can be applied to private companies’ changing governing apparatus. The apparatus fluctuation provides stimulation and sedation simultaneously to its consumers. Here I am applying a spatial analysis by these scholars on the analysis of

governance within private colonization. To argue that governance stimulates the consumer's ability to produce profits for the company, while it sedates the consumers' feelings of dissatisfaction.

Consuming Mars through Colonization

Now that society is aware of this pattern of 'swindled fulfillment' and the spectacle of private governance (Giroux 2001). The idea that private colonizers turn their colonists into consumers through advertisements then retain that relationship through governance is something to consider when we investigate the possibility of colonizing Mars, or any other celestial Body. In planning the settlement of Mars policy makers and the CEO's of SpaceX and Mars One should be cautious. In the new colony on Mars the privatized company should promote democracy and partnership rather than authority through isolation or resource manipulation. As of now I believe that we have the ability to colonize Mars but after discovering this relationship, I am unsure that we should, at least not without more planning where governance is involved. I hope to see the day that we as a society can ethically colonize the galaxy.

It is still early to tell whether or not this relationship will pay off in the future for the companies who are using the same methods to colonize as what was used during the age of colonialism. It is my hope that they do, or that western culture can look at this research and others about colonization to change the way we approach it to benefit society. Through these studies the development of an individual Martian government is defined by the evolution of its economy and the deviation from spatial intentions to create a unique cultural experience that respects the rights of the Martian settlers. In the larger picture, this research will benefit scholars in the urban planning and environmental design field, and the policy makers for these privatized companies.

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